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J. Hothi
W. Wsir
J. Bondar

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PRELIMINARY REPORT RAPPORT PRÉLIMINAIRE

CBC IN THE INFORMATION FLOW



A CBC Inquiry Study by:
The Research Branch
Systems Team

June 3, 1977

TABLE OF CONTENTS

	Page
Background	1
Introduction	2
Patterns of Television Viewing in Canada	4
1. Summary	5
1.1 Programme Classification	7
1.2 Main Conclusions	8
1. Entertainment Programmes	8
2. News and Information Programmes	8
3. Programme Country of Origin	8
4. Television Station Country of Origin	9
5. CBC, R-C Network Programmes Viewing Hours	9
6. CBC Network & CBC O & O Non Network Component; R-C Network & R-C O & O Non Network Component	10
7. Public/Private; CBC/CTV; R-C/TVA	11
8. Privately Owned CBC and R-C Affiliate Stations	12
9. Non Network Programming Viewing Hours	12
10. Syndicated Programmes	13
11. Local Programming Viewing Hours	13
12. Independent Stations	14
13. News and Information Programmes, Local vs National	14
2. Methodology	16
3. Analysis	18
Increase in the Viewing Share of U.S. Television Stations (1967-76)	
Graph 1	
Graph 2	
Decline in the Viewing Share of CBC O & O Stations over the Last 10 Year Period (1967-76)	

LIST OF TABLES

Table

Percentage Distribution of Viewing Time

1. All Stations
2. Canadian and U.S. Stations
3. All Canadian Stations
4. CBC Network and Radio Canada Network
5. CBC Network & CBC O & O; Radio Canada Network & Radio Canada O & O
6. CTV Network; TVA Network
7. CTV Network & CTV Affiliates; TVA Network & TVA Affiliates
8. CBC O & O - Non Network Component; R-C O & O - Non Network Component
9. CBC Affiliates, Non Network Component; R-C Affiliates, Non Network Components
10. CTV Affiliates, Non Network Component; TVA Affiliates, Non Network Components
11. Canadian Independent TV Stations
12. CBC O & O - Local Component; R-C O & O - Local Component
13. CBC Affiliates - Local Component; R-C Affiliates - Local Component
14. CTV Affiliates - Local Component; TVA Affiliates - Local Component
15. Independent TV Stations - Local Component
16. U.S. TV Stations - Local Component
17. CBC O & O Syndicated Programmes; R-C O & O Syndicated Programmes
18. CBC Affiliates Syndicated Programmes; R-C Affiliates Syndicated Programmes
19. CTV Affiliates Syndicated Programmes; TVA Affiliates Syndicated Programmes
20. Independent TV Stations Non Local Component
21. U.S. TV Stations Non Local Component

Percentage Distribution of Viewing Hours

- | | |
|----|---|
| T1 | English Language TV Stations - Different Types of Stations |
| T2 | French Language TV Stations - Different Types of Stations |
| T3 | Local Component - Different Types of Stations |
| T4 | Syndicated Component - Non Network and Non Local Programmes |
| T5 | English Language TV Stations - Local, Syndicated and Network Programme Components and Country of Origin |
| T6 | French Language TV Stations - Local, Syndicated and Network Programme Components, and Country of Origin |

LIST OF GRAPHS

Graph

Share of Total Viewing Time

- | | |
|-----|---------------|
| 1 | Labrador City |
| 2. | Charlottetown |
| 3. | Corner Brook |
| 4. | St. John's |
| 5. | Sydney |
| 6. | Saskatoon |
| 7. | Halifax |
| 8. | Edmonton |
| 9. | Regina |
| 10. | Vancouver |
| 11. | Calgary |
| 12. | Winnipeg |
| 13. | Ottawa - Hull |
| 14. | Toronto |
| 15. | Montreal |

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CBC IN THE INFORMATION FLOW

BACKGROUND

The general problem is to assess the need for a re-evaluation of broadcasting in Canada. Whether or not such an inquiry would focus on public broadcasting i.e. the CBC, is less important, since the CBC represents a large proportion of the system, no matter how it is measured. What is appropriate to the question is an examination of the present goals, functions, and performance of broadcast institutions to determine if there is in fact a problem and if so where it lies. A fuller diagnosis is presumably the function of the inquiry itself.

Such a question must be answered in the context that with time alone, social and economic changes occur and manifest themselves as either changes in the broadcasting system or in its environment. Technological innovation has produced the major changes in the system, but while it removes some constraints, it imposes others. It has both reduced the costs of transmitting over long distances, and made it feasible to provide a multi-channel service, supported of course by the growth of markets. There are though, two blades to the axe. It can be argued that the CBC has the luxury of differentiating its product now that it need no longer be all things to all people. On the other hand, other channels represent competition with which the CBC will be compared in terms of the conventional measurements of program popularity.

At another level, social and economic forces induce changes in communities of interest which communications systems serve. Historically, communities of interest were more geographically based but increasingly the population has become urban, and at the same time occupational and leisure activities have become more specialized. Superimposed on this is the problem of serving communities of interest differentiated by a French and an English culture, while simultaneously acting as a unifying force.

INTRODUCTION

As a contribution to the general problem, this paper examines certain "gross" dimensions of the system, which lend themselves to statistical measurement and analysis. One part is static and looks at the present state of the system. Another part is dynamic and outlines the path by which the system arrived at this state.

The static analysis is limited to providing a complete description of all the programming watched in the country and the audience watching them, based on the simple-minded assumption that audience statistics provide a measure of potential social impact, and that broadcasting is prominent in the development of a collective self-image for Canadians.

Some insight into the extent that this is possible can be gained from the magnitude of the viewing of Canadian programming in opposition to competition from the United States. From this departure, the success of the CBC is compared to other Canadian broadcasters.

The elements of the "dynamic" picture provide time series illustrating certain changes in the broadcasting system and its environment. One example is the increase in audience to American stations, at the national level, resulting from cable and microwave. Individual markets are also examined, to focus on the changing relative competitive positions of Canadian stations. Changes in the environment are limited largely to show changes in means of communication which are competing with, and complementary with television.

PATTERNS OF TELEVISION VIEWING IN CANADA

The Canadian Broadcasting Corporation, being a public agency, has been charged with a mandate of contributing to the achievement of social goals such as national unity and strengthening the social-cultural fabric. To put the role of CBC in perspective, two factors must be considered. Firstly, television is not the only factor which affects these social goals. Other complementary services such as radio, newspapers, theatre, books, etc. have their own impact. Secondly, CBC is just one of many alternate sources of television programming which are available to Canadians. This part of the paper deals with the second point. It looks at the viewing time spent in watching different types of programmes on CBC and Radio Canada in relation to the total time spent in watching television from all sources available in the country, including U.S. TV stations received both off air and by cable.

PATTERN OF TELEVISION VIEWING IN CANADA

1. Summary

The report analyses television viewing time. Viewing time is defined in terms of viewing hours. The viewing hours for a given TV station are derived by adding each and every minute spent by Canadians anywhere in the country watching that station during a period of one week. Over the period of one week Canadians spent over 500 million hours watching television, a daily average of 3.8 hours per person.

BBM Fall 1976 survey data was used for the analysis. The analysis considered viewing of all programs broadcast between 6:00 p.m. and 12:00 midnight for all television stations received in the country, whether Canadian or foreign, received off air or by cable. Television stations were divided into two categories, English language TV stations and French language TV stations, irrespective of their geographical location, although the majority of French language TV stations are located in Quebec and the majority of English language TV stations are located outside of Quebec, with the exception of Montreal English TV stations. Television stations were further classified according to the country of origin, network affiliation, and whether private or public.

All English language television stations were classified according to the following groups:

1. CBC O & O -- owned and operated by CBC
2. CBC Aff. -- affiliated with the CBC network but owned privately
3. CTV Aff. -- affiliated with CTV network and owned privately
4. Independent -- these stations have no affiliation and decide their entire programming scheduling independently. Global television is in this category.
5. U.S. Stations -- this group consists of all U.S. stations received off air or by cable in Canada and which have appreciable audience to meet the reporting standards of BBM.

The above five categories cover all English language stations except for the educational stations. The audience data for educational stations is not reported by BBM and therefore it was not possible to include them in the analysis. The audience levels for educational stations, in general, are quite low compared to the commercial television station audience levels.

The French language TV stations were classified into the following three groups:

1. R-C O & O -- owned and operated by Radio Canada
2. R-C Aff. -- affiliated with Radio Canada but owned privately.
3. TVA Aff. -- affiliated with TVA network and owned privately.

Viewing of English and French language stations is analysed separately throughout the analysis.

1.1 Programme Classification

Programmes were classified into three sets of categories:

A. Content Categories

1. News
2. Current Affairs
3. Information; consumer market, agriculture, etc.
4. Sports
5. Entertainment
6. Others

B. Distribution Categories

1. Local: programmes produced locally by the TV station
2. Network: programmes scheduled by the network
3. Other: all other programmes. They are called syndicated programmes in the report.

C. Country of Origin

1. Canada
2. U.S.
3. Other

1.2 Main Conclusions

The following are the main conclusions of the analysis.

1. Entertainment Programmes

Television is seen predominantly as an entertainment media by both language groups. In the case of English language stations 76% of the total viewing time* is spent in watching entertainment programmes. For the French language TV stations the share of viewing time for entertainment programmes is 68%.

2. News and Information Programmes

Both language groups spend roughly the same proportion of their viewing time in watching news and information** type programmes. The viewing share of such programming is 18% in the case of English stations and 16% for the French stations. The viewing share for news is 12.5% and 10% respectively for the two language groups.

3. Programme Country of Origin

In the case of English language group's, of total time spent in watching television only 29% (less than one third) is spent in watching programmes which are Canadian and the remaining 71% is spent watching foreign, mostly U.S., programmes. In the case of French stations, the situation is almost reversed - a viewing share of 65% for Canadian programmes and only 35% for foreign. Among

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* Between 6:00 p.m. and 12:00 midnight an average Canadian spends 2 hours 10 minutes every day watching television.

** The term news and information used throughout the report includes three programme categories: news, current affairs, and information programmes.

both language groups, the viewing share of foreign programmes is almost entirely due to entertainment type programmes.

4. Television Station Country of Origin

Among the English language group, 25% of total viewing time is spent watching directly programmes on U.S. border stations. This includes all U.S. stations receivable in Canada, either off air or by cable. It is, again, mostly the entertainment programmes which are watched on the U.S. TV stations - a share of 23% out of 25%. As far as news information programmes are concerned only 1.4% of viewing time is spent watching such programmes on U.S. stations. Among the French language group there are, of course, no directly received foreign television stations. Entire viewing time is spent on Canadian TV stations.

Considering only Canadian English television stations, 60% of the time they are watched for the foreign programmes they carry, and it is only 40% of the time that these Canadian stations are watched for the Canadian programmes they carry.

5. CBC, R-C Network Programmes Viewing Hours

Of the total time spent in watching television, 18% (less than one-fifth) is spent in watching CBC network programmes. Only slightly more than half of this time, 9.8%, is spent in watching Canadian Programmes. The remaining time is spent watching foreign entertainment type programmes.

The share of news and information programmes is 3.26%. This is precisely 18% of the total time spent in watching news and information programmes on all TV stations. In other words, in terms of viewing time there is no special preference for CBC news and information programmes over news and information programming of other TV stations.

In the case of Radio Canada the viewing share is 37.6%, almost twice as much as that of CBC of 18%. Of this 37.6%, the share of Canadian programmes is 24% compared to 9.8% for CBC. Again, the viewing share for Radio Canada news information programmes as a percentage of total viewing time for news information programmes on all French TV stations is about the same as the share of the R-C programmes as a percentage of total viewing of all French TV stations. In other words, like CBC, there is no special preference for R-C news information programming compared to the rest of its programming.

6. CBC Network & CBC O & O Non Network Component; R-C Network & R-C O & O Non Network Component

The viewing share of non-network programmes of CBC owned stations is fairly small, 4.5% of the total English language viewing hours. These consist mainly of local news and current affairs programmes and some foreign syndicated entertainment type programmes. Thus, the combined viewing share of CBC network programmes carried by CBC O & O and privately owned CBC affiliate stations and non network programmes carried by CBC O & O stations is $18 + 4.5 = 22.5\%$, less than the viewing share of 25% for the border U.S. stations!

In the case of Radio Canada non network programme component, the viewing share is 2.6% consisting, again, mostly of local news and current affairs and some syndicated foreign entertainment.

7. Public/Private; CBC/CTV; R-C/TVA

Comparing the viewing hours of CBC in terms of CBC network plus non network programmes component of CBC owned stations and CTV in terms of CTV network plus the non network programme component of CTV affiliate stations, the viewing share of CTV is 32% compared to 22.5% of CBC, greater by a factor of 1.4. The share of news information programming on CTV is 6.7% compared to 3.85% of CBC, larger by a factor of 1.75. In other words, in terms of viewing time,

- a) CTV is preferred to CBC in overall programming
- b) for news and information programming, CTV is preferred even more.

Canadians spend about one and one-half (1.42 to be precise) as much time in watching CTV as they spend in watching CBC and when it comes to news and information programmes they spend about twice (1.75 to be exact) as much time watching CTV compared to CBC!

In terms of Canadian programmes, the viewing share of CTV is 10.8 compared to 12.6% of CBC. This difference is entirely due to the difference in the viewing shares of sports programming, sports coverage on the two stations.

Radio Canada/TVA

The viewing share of TVA is 56% compared to 40% of Radio Canada.

The share of news and information programming is about the same, approximately 8% for both networks.

8. Privately Owned CBC and R-C Affiliate Stations

These are usually small-town TV stations. The major share of viewing time of these stations is due to the network programmes. In terms of non network programmes, the viewing share is fairly small, consisting of local news and information programming and foreign syndicated entertainment programmes. The share for non network component of CBC affiliate stations is 7%, 2% due to local news and information programmes and 5% due to foreign syndicated entertainment. In the case of Radio Canada affiliates, the share for their non network programme component is 4%, 2% due to local news and information programmes and the remaining 2% due to foreign syndicated entertainment.

9. Non Network Programming Viewing Hours

Non network programme component consists of

1. locally produced programmes and,
2. syndicated programmes.

The viewing share of non network component is generally much smaller compared with the network share of viewing for all groups of TV stations. In terms of proportion of non network viewing hours as a percentage

of its total viewing, TVA has the highest share followed by CTV, CBC, and then Radio Canada.

10. Syndicated Programmes

Almost the entire viewing share for syndicated programmes is due to imported entertainment programmes with the only exception of TVA stations which have some viewing due to Canadian syndicated entertainment programmes. TVA has the highest viewing share of 18.8% for syndicated programmes, all other groups having fairly small shares due to their syndicated component of programming.

11. Local Programming Viewing Hours

It consists almost entirely of local news and information programmes with the exception of CTV and TVA which have some viewing due to locally produced entertainment programmes. CTV has the highest viewing share in terms of local programming followed by TVA, CBC, and Radio Canada.

CTV/CBC

The viewing share of CTV locally produced programmes is 6.9% compared to 2.9% for CBC owned stations; more than twice as much!

TVA/R-C

The viewing share for TVA local programming is 11% compared to 1.92% for Radio Canada owned stations.

12. Independent Stations

Viewing of independent stations is mainly in terms of imported syndicated entertainment programming and some news and information type programmes. Out of the total viewing share of 13% for the independent stations, 10% is due to imported syndicated entertainment programmes and the remaining 3% is due to their local programmes.

13. News and Information Programmes, Local vs National*

English Language Group

The time spent watching news and information programmes is 18.3% of the total television viewing time or a daily average of 24 minutes per person. Of these 24 minutes, 14 minutes are spent in watching local news and information and the remaining 10 minutes are spent watching national news and information programmes. As far as news is concerned, their viewing share is 12.5% or a daily average of 16 minutes, of which 11.5 minutes are spent watching local news and 3.5 minutes watching national news.

French Language Group

The viewing share of news and information programmes is 16% of the total television viewing or a daily average of 22 minutes, of which 9 minutes are spent watching local and the remaining 12 minutes watching national news and information programmes. In terms of news alone, the viewing share is 10% of the total viewing or a daily

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* Global television - its entire programming was categorized as non local.

average of 13 minutes of which 8 minutes are spent in terms of
local news and 5 minutes are spent watching national news.

2. Methodology

For each language group, programmes were first divided into two categories, network programmes and non network programmes, except for the case of Canadian independent and for the U.S. border stations received in Canada. For network programmes the audience data was compiled using the BBM network Fall 1976 report.

Programmes broadcast only between 6:00 p.m. and 12:00 midnight were considered for the analysis. BBM reports audience data over a period of three consecutive weeks. Regularly scheduled programmes would usually be shown over all three weeks. The audience for these programmes was compiled by taking the average of the three week period. Special programmes would not be normally shown in all three consecutive weeks. Therefore, most of the time the regularly scheduled programme would be shown at least once in the three weeks. The weekly audience for such programs (pre-empted by specials) was compiled by averaging their audiences over the weeks in which they were shown. Special programmes were excluded in order to consider a typical week of programming. Due to the availability of audience data over three weeks it was possible to construct the audience data for a typical week for all regularly scheduled programmes in spite of some pre-emptions by specials.

Besides the audience data, each programme was also assigned the three sets of categories, namely the content category, distribution category,

and the programme country of origin. The programme broadcast day, time, and duration were also noted.

Following the identical procedure and using the BBM Market Reports, audience data was compiled for all non network programmes for all Canadian network TV stations in the country. For independent TV stations each programme was again assigned all three sets of categories. Full audience data was used in each case.

A special BBM Report called "U.S. Television Viewing in Canada" was used to compile the programme audiences for U.S. stations received in Canada. BBM gives detailed programme audience for only BBM member U.S. stations. Out of 39 U.S. stations reported in the BBM Report, only 8 are members. For the remaining stations only time block audience is given. Using the time block audience total viewing hours were derived between 6:00 p.m. and 12:00 midnight. These were then divided into different categories using the known distribution of BBM member stations.

The data thus compiled was then punched on cards and entered into the computer. The analysis was done by studying the distribution of viewing hours in all categories and for all possible station grouping and the results are given in the following section.

3. Analysis

Most of the findings have already been reported in the summary section. This section explains the results of the analysis systematically in terms of each table.

Tables 1 - 21 and T1 - T6 summarize the distribution of television viewing hours for different types of TV stations in terms of programme categories, distribution categories, and programme country of origin.

Separate analysis is done for English language TV stations and French language TV stations. With the exception of Tables T1 - T6 each table gives the viewing time distribution for English and French TV stations for the different cases considered.

Tables 1 - 11 give the viewing time distribution in terms of different types of TV stations, programme categories, and programme country of origin. Table T1 and T2 summarize Tables 1 - 11 for English and French language television stations respectively.

Tables 12 - 16 give the viewing time distribution of locally produced programmes in terms of programme content categories for different types of television stations.

Table T3 is the summary of Tables 12 - 16.

Tables 17 - 21 give the viewing time distribution for syndicated programmes, and are summarized in Table T4.

Tables T5 and T6 compare viewing hours for local and non local programming components in terms of content categories and programme country of origin, for English and French language TV stations, respectively.

The following section analyses each table in terms of observations, and conclusions that can be made.

TABLE 1 : Viewing of all TV Stations

Television is seen predominantly as an entertainment media by both language groups.

Among the English language group 76% of total viewing* time is spent in watching entertainment type programmes. Out of this 76%, 68% is spent in watching foreign imported programmes and the remaining 8% in Canadian produced entertainment programmes. The viewing share for Canadian produced programmes is only 29%. The remaining 7% of the total viewing time is spent in watching foreign (U.S.) programmes.

Among the French language group, the share for Canadian produced programmes is 65%. The remaining 35% of viewing time for foreign programming is spent almost entirely watching imported entertainment programmes.

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* Between 6:00 p.m. and 12:00 midnight an average Canadian watches 2 hours and 10 minutes of television every day.

In terms of news and information* type programming, the viewing share is 18.3% for the English group and 16% for the French group. In both language groups little or no time is spent in watching foreign news and information programming.

TABLE 2 : Viewing Share of U.S. TV Stations

Among the English group 25% of their total viewing time is spent in watching U.S. border TV stations. This includes viewing both off air and cable. It is mostly watching entertainment type programmes that people spend their time (22.5% out of 25%).

TABLE 3 : Viewing of Canadian Stations

For the English group, of the total viewing time spent watching Canadian TV stations, 60% is spent in watching imported programmes, mostly entertainment type programmes. Whenever people watch Canadian programmes on Canadian stations, 63% of the time they are watching news and information programming.

TABLE 4 : CBC, R-C Network

Of the total time spent in watching television, 18% is spent watching CBC network programmes. Of this 18% almost one-half (8.3% to be exact) is spent in watching imported entertainment programmes. The viewing share for news and information programmes on CBC is 3.26%. This is precisely 18% of the total time spent in watching news and information programmes on all stations. In other words, there is no special

. . . /21

* The term news and information includes news, current affairs, information type programmes.

preference attached to CBC news and information type programming compared to the rest of its programming. Considering viewing time CBC news information programming is as popular (or less popular) as its other types of programming.

The viewing share for R-C is 37.6%, more than twice that of CBC. Of this 37.6% the share of Canadian programmes is 24% compared with 9.8% of CBC. Again, no special preference is attached to R-C for its news and information programming.

TABLE 5 : CBC Network and CBC O & O; R-C Network and R-C O & O

The combined viewing share for CBC network programmes carried by CBC O & O, and private CBC affiliate stations, and non network programmes of CBC O & O stations, is 22.57%, less than 25% share of U.S. stations!

The viewing share of Radio Canada programmes is 40%

TABLE 6 : CTV, TVA Networks

The viewing share of CTV network programming is 21%, almost entirely consisting of imported U.S. entertainment programming (17.25% out of 21%). TVA has a viewing share of 31% with only 5.33% due to imported entertainment programmes.

TABLE 7 : CTV Network and CTV Affiliates; TVA Network and TVA Affiliates

The combined share of all CTV network programmes and non network programmes carried by its affiliates is 32% (compared to 22.5% of CBC).

The viewing share for Canadian programming on CTV is comparable to that of CBC. The share for news and information programming on CTV is about twice as much as that of CBC news and information programming. People spend proportionally more time watching CTV news information programming than the rest of its programming.

The corresponding viewing share for TVA is 56% (compared to 40% of R-C). The viewing share of news and information programming on TVA is about the same as that of R-C news information programming.

TABLE 8 : CBC O & O and R-C O & O; Non Network Programme Component

The viewing share for non network programmes is fairly small, both in the case of CBC and Radio Canada (26%) It consists mainly of local news and information programming, and some syndicated foreign entertainment.

TABLE 9 : Private CBC Affiliates and R-C Affiliates; Non Network Component

Both for CBC and R-C affiliates the viewing share is fairly small, 7% and 4% respectively. It consists of local news and information programming and syndicated foreign entertainment

TABLE 10 : CTV Affiliates and TVA Affiliates; Non Network Component

The viewing share for non network programme component for CTV affiliates is 11%, compared to 4.5% of CBC O & O. Again it consists mainly of local news and information programming and imported syndicated entertainment.

TVA non network programming has the highest viewing share of 24.57%, and is the only type which has some viewing share due to syndicated Canadian programmes in addition to local news information and foreign syndicated programming.

TABLE 11 : Independent Stations

The viewing share of independent stations is 13%. Out of this 13% 10% is due to imported entertainment programmes, the remainder being due to local programming.

TABLES 12 - 16

Tables 12 - 16 give the viewing share for local programme component of different types of stations. It consists entirely of local news and information programming with the exception of TVA and CTV which have some viewing due to locally produced entertainment programming. CTV has the highest viewing hours due to local programming followed by TVA, CBC, and then Radio Canada.

TABLES 17 - 21

Tables 17 - 21 give the viewing share for the syndicated programme component. It consists almost entirely of imported entertainment programming with only the exception of TVA, which has some viewing due to Canadian syndicated programming. In terms of viewing share, TVA has the highest, 18.87%. All remaining groups have fairly low shares due to syndicated programming.

TABLE T5 : Local/Non Local English Language Group

Table T5 compares the viewing share for the local and non local types of programmes. Viewing hours for local component are mainly due to news information programming whereas the share of non local component consists mainly of entertainment type of programmes. In terms of news, 70% of the total time spent is spent in watching local news.

TABLE T6 : Local/Non Local French Language Group

The viewing share of local programme component is mainly due to news and information programming and the share of network programmes is mostly due to entertainment programming.

In terms of news, of the total time spent watching news, 60% is spent in watching local news.

DECLINE IN THE VIEWING SHARE OF CBC O & O STATIONS
OVER THE LAST 10 YEAR PERIOD (1967-76)

The overall share of viewing for CBC stations declined generally during this period. In 1967, CBC owned and operated television stations in 10 markets. Between 1967 and '76, CBC acquired television stations in five new markets, Labrador City, Sydney, Saskatoon, Regina and Calgary. In spite of these five new TV stations and general population increase during this period, the viewing hours for CBC stations declined by 5% from 33.9 million hours in '67 to 32.9 million hours in '76.

Ignoring the five new stations, the combined viewing share of the remaining 10 TV stations expressed as a percentage of total viewing hours of the metropolitan areas of these 10 markets dropped from 22% in '67 to 14% in '76; a drop of 8 percentage points.

Analysis of Viewing Share Loss

This loss in the viewing share can be attributed to the following three factors:

1. increased competition from U.S. TV stations due to increases in cable penetration
2. increased competition from Canadian TV stations due to newly licenced TV stations and from the increase in the number of neighbouring TV stations imported by cable to the local market
3. Changes in programming appeal and scheduling practices of CBC relative to all other competing TV stations.

If it is assumed that the CBC viewing share in '76 would have stayed the same as in '67 (at 22%) had there been

a) no increase in cable penetration

b) no increase in the number of other competing Canadian TV stations
then, the viewing share loss of 8 percentage points can be analysed in terms of loss to U.S. stations due to increased cable penetration and loss to other Canadian TV stations.

1) Loss to U.S. Stations

In 3 of 10 markets, there was no change in competition of other Canadian TV stations and competition of U.S. stations increased due to increased cable penetration. Thus, due to increased cable penetration, CBC lost 2.5 percentage points to U.S. stations.

2) Loss to Other Canadian Stations

In 4 of 10 markets there was no change in the viewing share of U.S. stations. CBC loss was therefore due to other Canadian stations and amounted to 3.8 percentage points.

3) In 2 markets competition of both U.S. and Canadian stations increased, resulting in a loss of 1.8 percentage points.

If this loss of 1.8% is attributed equally to U.S. and Canadian stations

the loss to U.S. stations = $2.4 + .9 = 3.3$ points

the loss to Cdn. stations = $3.8 + .9 = 4.7$ points

In terms of the percentage loss to CBC from the 1967 viewing level, CBC lost 15% of its audience share to U.S. stations and 21% to other Canadian stations for a total loss of 36%.

CBC vs CTV

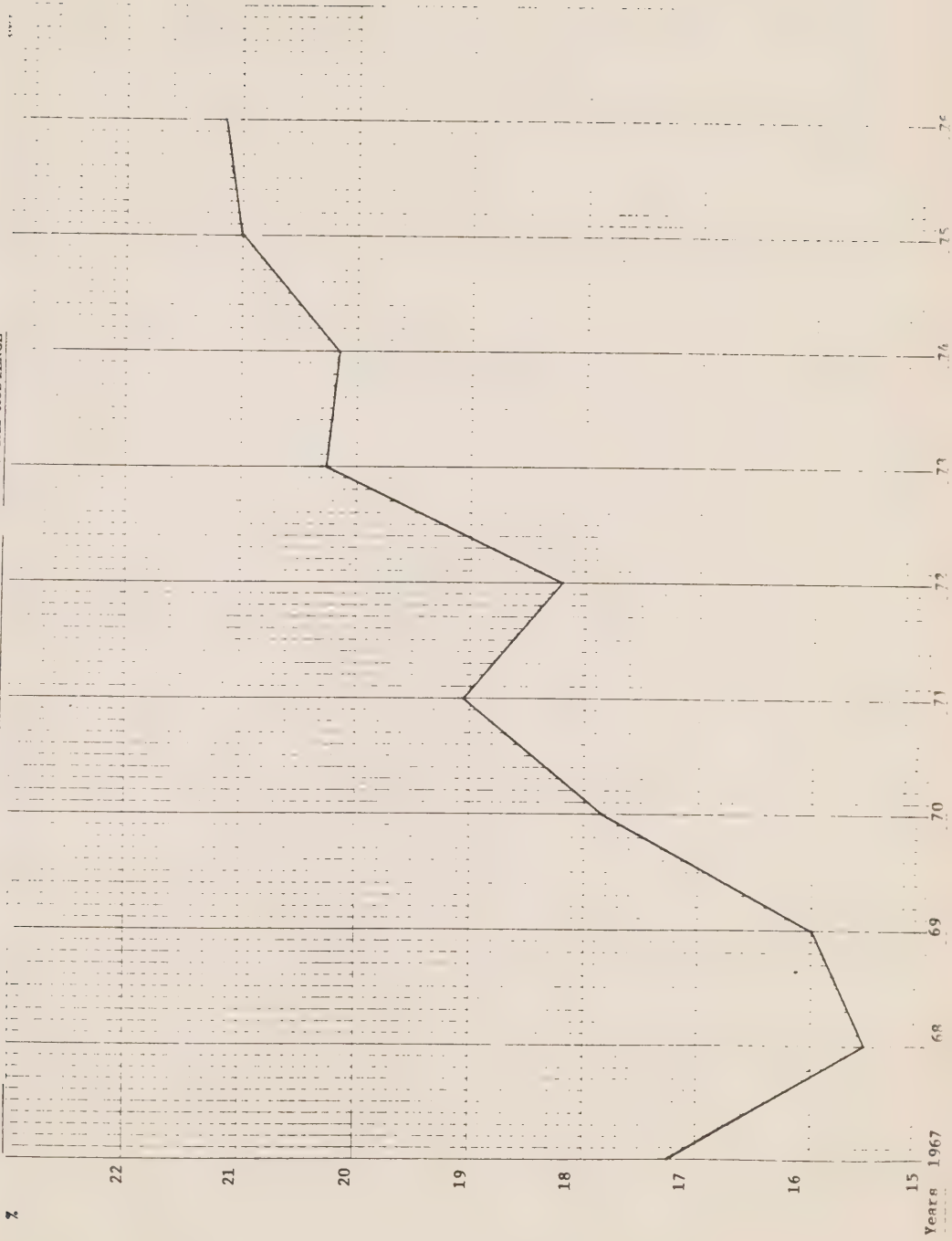
During the same period, in the 10 markets analysed, CTV had a loss of 22% compared to the loss of 36% for CBC. This means that in terms of viewing share, the performance of the CBC relative to CTV (and other competing stations) did not stay the same.

In 4 markets where only CTV and CBC were available, CBC lost its share to CTV. The viewing share of CBC dropped from 34% to 29% and that of CTV rose from 66% to 71%.

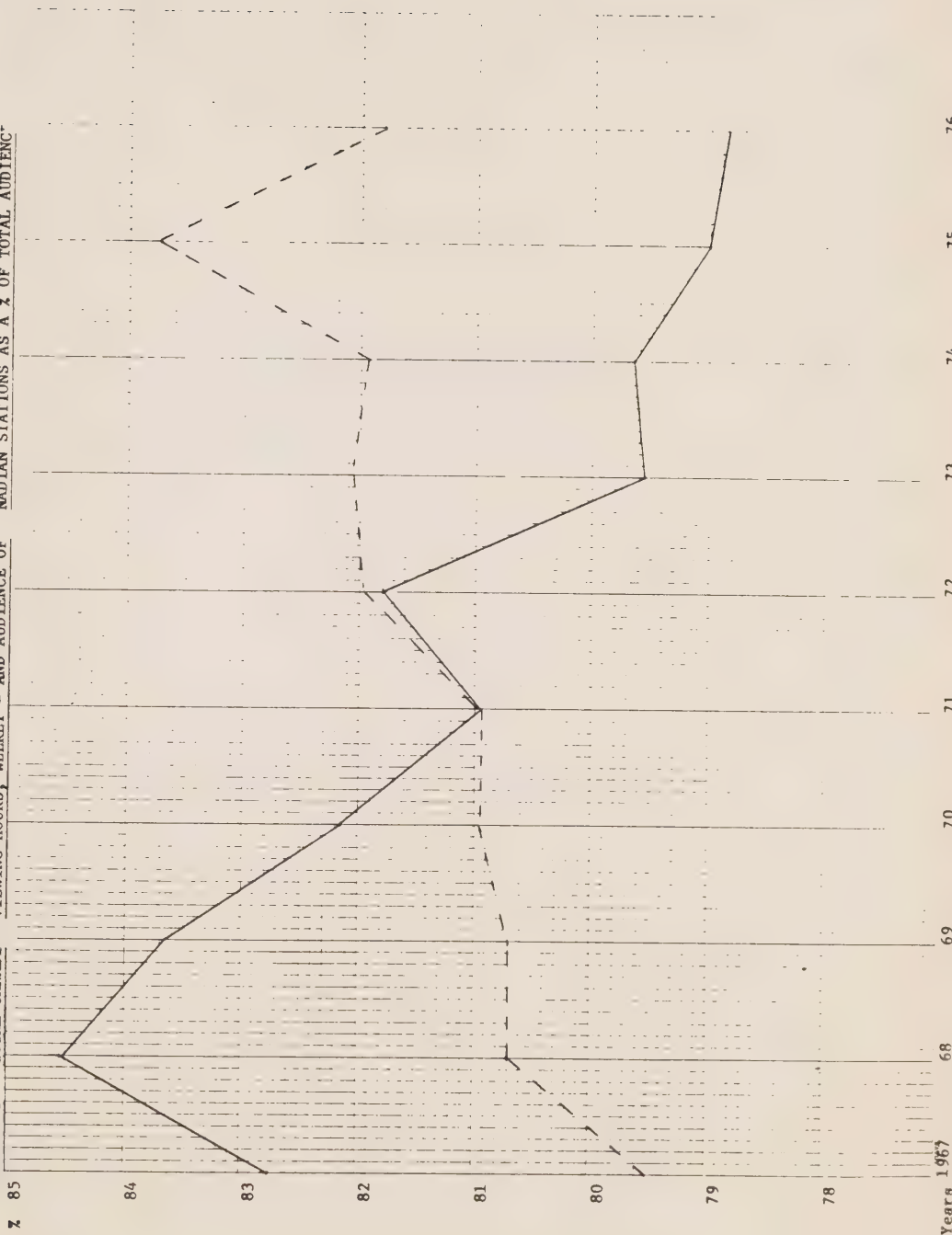
From this analysis one can conclude that in terms of audience share, CTV was more successful in minimizing its audience losses due to increased competition than was CBC. Of course, CBC has other objectives than maximizing its audiences.

Graphs 1 - 15 show the viewing share of various competing Canadian TV stations and total share of U.S. stations in the 15 CBC O & O TV markets from 1967 to '76. These graphs appear after the tables and histograms.

GRAPH 1
AUDIENCE OF U.S. STATIONS AS PERCENT OF TOTAL AUDIENCE



GRAPH 2 TOTAL CANADIAN VIEWING HOURS, WEEKLY - AND AUDIENCE OF CANADIAN STATIONS AS A % OF TOTAL AUDIENCE*



TABLES ILLUSTRATING PERCENTAGE

DISTRIBUTION OF VIEWING TIME

TABLE NO: 1

PERCENTAGE DISTRIBUTION OF VIEWING TIME

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

All Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	11.2	1.3	12.5
2. Current Affairs	4.3	.2	4.5
3. Information	1.28	0	1.3
4. Sports	4.3	1.5	5.8
5. Entertainment	7.7	68.2	75.9
6. Other	.1	0	.1
Total	28.9	71.1	100

All English TV Stations

Canadian & U.S. both off air and cable including the ones imported by microwave

TOTAL VIEWING = 100

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	10.06	0	10.06
2. Current Affairs	5.21	.16	5.37
3. Information	1.66	0	1.66
4. Sports	15.18	0	15.18
5. Entertainment	32.67	35.06	67.72
6. Other	0	0	0
Total	64.78	35.22	100

All French TV Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

Canadian and U.S. Stations

Program Category	Type of Station		Total
	Canadian	Foreign	
1. News	11.25	1.24	12.5
2. Current Affairs	4.24	.21	4.45
3. Information	1.28	0	1.28
4. Sports	4.69	1.11	5.81
5. Entertainment	53.31	22.55	75.87
6. Other	.11	0	.11
Total	74.88	25.12	100

Program Category	Type of Station		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information		NOT APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

Distribution of viewing time in terms of program categories for Canadian and U.S. TV stations.

TOTAL VIEWING = 100

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

All Canadian Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	11.24	.02	11.25
2. Current Affairs	4.25	0	4.24
3. Information	1.28	0	1.28
4. Sports	4.28	.41	4.69
5. Entertainment	7.71	45.6	53.31
6. Other	.11	0	.11
Total	28.85	46.03	74.88

All Canadian Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information	NOT	APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

TOTAL VIEWING HOURS OF ALL STATIONS = 100

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CBC Network and Radio Canada Network

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.26	0	1.26
2. Current Affairs	1.67	0	1.67
3. Information	.33	0	.33
4. Sports	2.83	0	2.83
5. Entertainment	3.69	8.26	11.96
6. Other	0	0	0
Total	9.79	8.26	18.05

CBC Network

Viewing Hours = 39,375,500

= 18.05%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.73	0	1.73
2. Current Affairs	3.12	.16	3.28
3. Information	1.47	0	1.47
4. Sports	4.08	0	4.08
5. Entertainment	13.59	13.49	27.08
6. Other	0	0	0
Total	23.97	13.65	37.62

Radio Canada Network

Viewing Hours = 25,809,000

= 37.62%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

CBC Network & CBC O & O

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	2.63	0	2.63
2. Current Affairs	2.85	0	2.85
3. Information	.37	0	.37
4. Sports	2.86	0	2.86
5. Entertainment	3.95	9.92	13.86
6. Other	0	0	0
Total	12.65	9.92	22.57

CBC Network & CBC O & O (Non network)

Viewing Hours = 49,232,750

= 22.57%

100% = Viewing Hours of All English Language Stations

FRENCH LANGUAGE TV STATIONS

Radio Canada Network & Radio Canada O & O

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	3.34	0	3.34
2. Current Affairs	3.2	.16	3.36
3. Information	1.58	0	1.58
4. Sports	4.11	0	4.11
5. Entertainment	13.66	14.17	27.82
6. Other	0	0	0
Total	25.89	14.33	40.22

Radio Canada Network & Radio Canada O & O (Non network)

Viewing Hours = 27,588,780

= 40.22%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CTV Network

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.08	0	1.08
2. Current Affairs	.55	0	.55
3. Information	0	0	0
4. Sports	0	0	0
5. Entertainment	2.25	17.25	19.49
6. Other	0	0	0
Total	3.88	17.25	21.12

CTV Network

Viewing Hours = 46,069,667
 = 21.12%

100% = Viewing Hours of All English Language Stations

TVA Network

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	2.34	0	2.34
2. Current Affairs	1.28	0	1.28
3. Information	0	0	0
4. Sports	10.98	0	10.98
5. Entertainment	11.17	5.33	16.5
6. Other	0	0	0
Total	25.26	5.33	31.09

TVA Network

Viewing Hours = 21,328,250
 = 31.09%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CTV Network & CTV Affiliates

TVA Network & TVA Affiliates

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	5.54	0	5.54
2. Current Affairs	.89	0	.89
3. Information	.26	0	.26
4. Sports	1.22	.05	1.27
5. Entertainment	2.9	21.34	24.24
6. Other	0	0	0
Total	10.81	21.39	32.2

CTV Network & CTV Affiliates (Non network)

Viewing Hours = 70,247,900

= 32.20%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	5.98	0	5.98
2. Current Affairs	1.68	0	1.68
3. Information	.03	0	.03
4. Sports	11.07	0	11.07
5. Entertainment	17.98	18.92	36.9
6. Other	0	0	0
Total	36.74	18.92	55.66

TVA Network & TVA Affiliates (Non network)

Viewing Hours = 38,179,325

= 55.66%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

CBC 0 & 0 - Non Network Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.37	0	1.37
2. Current Affairs	1.18	0	1.18
3. Information	.04	0	.04
4. Sports	.03	0	.03
5. Entertainment	.25	1.65	1.9
6. Other	0	0	0
Total	2.87	1.65	4.52

CBC 0 & 0 Non Network Component

Viewing Hours = 9,857,250
 = 4.52%

100% = Viewing Hours of All English Language Stations

FRENCH LANGUAGE TV STATIONS

RC 0 & 0 - Non Network Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.62	0	1.62
2. Current Affairs	.08	0	.08
3. Information	.11	0	.11
4. Sports	.03	0	.03
5. Entertainment	.07	.67	.74
6. Other	0	0	0
Total	1.92	.67	2.59

RC 0 & 0 Non Network Component

Viewing Hours = 1,779,800
 = 2.6%

100% = Viewing Hours of All French Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CBC Affiliates, Non Network Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.8	.02	1.81
2. Current Affairs	.22	0	.22
3. Information	.03	0	.03
4. Sports	0	0	0
5. Entertainment	.16	4.7	4.86
6. Other	.03	0	.03
Total	2.24	4.72	6.96

CBC Affiliates Non Network Component

Viewing Hours = 15,173,975
 = 6.96%

100% = Viewing Hours of All English Language Stations

RC Affiliates, Non Network Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.74	0	.74
2. Current Affairs	.33	0	.33
3. Information	.06	0	.06
4. Sports	0	0	0
5. Entertainment	1.03	1.97	3
6. Other	0	0	0
Total	2.15	1.97	4.12

RC Affiliates Non Network Component

Viewing Hours = 2,828,700
 = 4.12%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CTV Affiliates, Non Network Component

TVA Affiliates, Non Network Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	4.46	0	4.46
2. Current Affairs	.34	0	.34
3. Information	.26	0	.26
4. Sports	1.22	.05	1.27
5. Entertainment	.65	4.1	4.75
6. Other	0	0	0
Total	6.94	4.15	11.08

CTV Affiliates Non Network Component

Viewing Hours = 24,178,233

= 11.08%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	3.64	0	3.64
2. Current Affairs	.41	0	.41
3. Information	.03	0	.03
4. Sports	.09	0	.09
5. Entertainment	6.81	13.59	20.4
6. Other	0	0	0
Total	10.98	13.59	24.57

TVA Affiliates Non Network Component

Viewing Hours = 16,851,075

= 24.57%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

Canadian Independent TV Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.27	0	1.27
2. Current Affairs	.28	0	.28
3. Information	.62	0	.62
4. Sports	.20	.36	.56
5. Entertainment	.71	9.64	10.35
6. Other	.08	0	.08
Total	3.14	10.01	13.15

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information	NOT	APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

Canadian Independent TV Stations

Viewing Hours = 28,688,250
 = 13.15%

100% = Viewing Hours of All English Language Stations

ENGLISH LANGUAGE TV STATIONS

CBC 0 & 0 - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.37	-	1.37
2. Current Affairs	.85	-	.85
3. Information	.02	-	.02
4. Sports	.01	-	.01
5. Entertainment	.12	-	.12
6. Other	0	-	0
Total	2.37	-	2.37

CBC 0 & 0 - Local Component

- Programs Produced Locally

Viewing Hours = 5,172,350

= 2.37%

100% = Viewing Hours of All English Language Stations

FRENCH LANGUAGE TV STATIONS

RC 0 & 0 - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.6	-	1.6
2. Current Affairs	.06	-	.06
3. Information	.11	-	.11
4. Sports	.02	-	.02
5. Entertainment	.03	-	.03
6. Other	0	-	0
Total	1.81	-	1.81

RC 0 & 0 - Local Component

- Programs Produced Locally

Viewing Hours = 1,244,225

= 1.81%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CBC Affiliates - Local Component

RC Affiliates - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	1.79	-	1.79
2. Current Affairs	.16	-	.16
3. Information	.02	-	.02
4. Sports	0	-	0
5. Entertainment	.09	-	.09
6. Other	0	-	0
Total	2.07	-	2.07

CBC Affiliates - Local Components

- Programs Produced Locally

Viewing Hours = 4,505,325

= 2.07%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.74	-	.74
2. Current Affairs	.08	-	.08
3. Information	0	-	0
4. Sports	0	-	0
5. Entertainment	0	-	0
6. Other	0	-	0
Total	.81	-	.81

RC Affiliates - Local Components

- Programs Produced Locally

Viewing Hours = 556,225

= .81%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CTV Affiliates - Local Component

TVA Affiliates - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	4.46	-	4.46
2. Current Affairs	.30	-	.30
3. Information	.06	-	.06
4. Sports	.96	-	.96
5. Entertainment	.63	-	.63
6. Other	0	-	0
Total	6.15	-	6.15

CTV Affiliates - Local Component

- Programs Produced Locally

Viewing Hours = 13,995,167

= 6.42%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	3.64	-	3.64
2. Current Affairs	.4	-	.4
3. Information	0	-	0
4. Sports	.09	-	.09
5. Entertainment	1.56	-	1.56
6. Other	0	-	0
Total	5.69	-	5.69

TVA Affiliates - Local Components

- Programs Produced Locally

Viewing Hours = 3,903,500

= 5.69%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

Independent TV Stations - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.57	-	.57
2. Current Affairs	.09	-	.09
3. Information	.06	-	.06
4. Sports	.14	-	.14
5. Entertainment	.26	-	.26
6. Other	.08	-	.09
Total	1.2	-	1.2

Independent TV Stations - Local Component

Viewing Hours = 26,275

= 1.2%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information	NOT	APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

U.S. TV Stations - Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	-	.7	.7
2. Current Affairs	-	.04	.04
3. Information	-	0	0
4. Sports	-	.47	.47
5. Entertainment	-	.42	.42
6. Other	-	0	0
Total	-	1.63	1.63

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information	NOT	APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

U.S. TV Stations - Local Component

Viewing Hours = 3,550,450
 = 1.63%

100% = Viewing Hours of All English Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CBC O' & O Syndicated Programs

RC O & O Syndicated Programs

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	0	0	0
2. Current Affairs	.33	0	.33
3. Information	.02	0	.02
4. Sports	.02	0	.02
5. Entertainment	.13	1.65	1.78
6. Other	0	0	0
Total	.5	1.65	2.15

CBC O & O Syndicated Programs

Non Network and Non Local

Viewing Hours = 46,849

= 2.15%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.02	0	.02
2. Current Affairs	.02	0	.02
3. Information	0	0	0
4. Sports	.02	0	.02
5. Entertainment	.06	.66	.72
6. Other	0	0	0
Total	.12	.66	.78

RC O & O Syndicated Programs

Non Network and Non Local

Viewing Hours = 535,575

= .78%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CBC Affiliates Syndicated Programs

RC Affiliates Syndicated Programs

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.03	0	.03
2. Current Affairs	.06	0	.06
3. Information	.01	0	.01
4. Sports	0	0	0
5. Entertainment	.06	4.7	4.76
6. Other	.03	0	.03
Total	.19	4.7	4.89

CBC Affiliates Syndicated Programs
Non Network and Non Local

Viewing Hours = 10,668,650

= 4.89%

100% = Viewing Hours of All English Language Stations

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	0	0	0
2. Current Affairs	.25	0	.25
3. Information	.06	0	.06
4. Sports	0	0	0
5. Entertainment	1.03	1.97	3
6. Other	0	0	0
Total	1.34	1.97	3.31

RC Affiliates Syndicated Programs
Non Network and Non Local

Viewing Hours = 2,272,475

= 3.31%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

CTV Affiliates Syndicated Programs

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	0	0	0
2. Current Affairs	.04	0	.04
3. Information	.2	0	.2
4. Sports	.26	.05	.31
5. Entertainment	.29	3.84	4.12
6. Other	0	0	0
Total	.78	3.89	4.67

CTV Affiliates Syndicated Programs
Non Network and Non Local

Viewing Hours = 10,830,067

= 4.67%

100% = Viewing Hours of All English Language Stations

TVA Affiliates Syndicated Programs

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	0	0	0
2. Current Affairs	.01	0	.01
3. Information	0	0	0
4. Sports	0	0	0
5. Entertainment	5.25	13.59	18.84
6. Other	0	0	0
Total	5.26	13.59	18.87

TVA Affiliates Syndicated Programs
Non Network and Non Local

Viewing Hours = 12,947,575

= 18.88%

100% = Viewing Hours of All French Language Stations

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

Independent TV Stations Non Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	.69	0	.69
2. Current Affairs	.19	0	.19
3. Information	.56	0	.56
4. Sports	.05	.36	.42
5. Entertainment	.44	9.64	10.09
6. Other	0	0	0
Total	1.94	10.01	11.95

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information	NOT	APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

* Independent TV Stations Non Local Component

Viewing Hours = 260,607

= 11.95%

100% = Viewing Hours of All English Language Stations

* Global TV is considered in the independent station category but unlike other independents its entire programming is categorized as non local.

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

U.S. TV Stations Non Local Component

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News	-	.55	.55
2. Current Affairs	-	.17	.17
3. Information	-	0	0
4. Sports	-	.64	.64
5. Entertainment	-	22.13	22.13
6. Other	-	0	0
Total	-	23.49	23.49

Program Category	Origin of Program		Total
	Canadian	Foreign	
1. News			
2. Current Affairs			
3. Information		NOT APPLICABLE	
4. Sports			
5. Entertainment			
6. Other			
Total			

U.S. TV Stations Non Local Component

Viewing Hours = 51,239,250

= 23.49%

100% = Viewing Hours of All English Language Stations

TABLE NO: 16

PERCENTAGE DISTRIBUTION OF VIEWING TIME

FRENCH LANGUAGE TV STATIONS

Program Category	R-C Aff. & R-C O & O & TVA Aff.						TOTAL		
	LOCAL	SYNDICATED		NETWORK		LOCAL	NON LOCAL		Total
		Can.	For.	Total	Can.	For.	Can.	For.	
1. News	5.98	.02	0	.02	4.07	0	4.09	0	4.09
2. Current Affairs	.54	.28	0	.28	4.39	.16	8.76	.16	4.83
3. Information	.11	0	0	0	.54	0	.54	0	.54
4. Sports	.11	.02	0	.02	15.06	0	15.08	0	15.08
5. Entertainment	1.59	6.34	16.22	22.56	24.75	18.82	31.09	35.04	66.14
6. Other	0	.08	0	.08	0	0	.08	0	.08
Total	8.32	6.74	16.22	22.97	49.73	18.99	59.64	35.2	90.76

Percentage distribution of viewing time in terms of local, syndicated and network program components, and program country of origin.

TABLE NO: "5

PERCENTAGE DISTRIBUTION OF VIEWING TL.

ENGLISH LANGUAGE TV STATIONS

Program Category	CBC Aff. & CBC O & O & CTV Aff.						INDEPENDENT			U.S.			Local			Non Local		
	Local			Syndicated			Network			Local			Non Local			Local		
	Can.	Can.	Total	Can.	For.	Total	Can.	For.	Total	Can.	For.	Total	Can.	For.	Total	Can.	For.	Total
1. News	7.62	.01	.02	.03		2.34	2.34	0	.69	.7	.55	8.19	.70		3.04	.57		3.61
2. Current Affairs	1.31	.43	0	.43	0	2.22	2.22	0	.19	.04	.17	1.4	.04		2.84	.17		3.01
3. Information	.11	.22	0	.22	0	.33	.33	0	.56	0	0	.17	0		1.11	0		1.11
4. Sports	.97	.28	.05	.33		2.83	2.83	0	.05	.47	.64	1.11	.47		3.16	1.05		4.21
5. Entertainment	.85	.48	10.19	10.66		31.45	5.94	25.51	.44	.42	22.13	1.11	.42		6.86	67.47		74.33
6. Other	0	.03	0	.03	0	0	0	0	0	0	0	.08	0		.03	0		.03
Total	10.85	1.45	10.25	11.71		39.17	13.66	25.51	1.94	1.63	23.49	12.13	1.63		25.26	69.26		86.30

Percentage distribution of viewing time in terms of local, syndicated and network program components and program country of origin.

PERCENTAGE DISTRIBUTION OF VIEWING ; E

SYNDICATED COMPONENT

FRENCH LANGUAGE TV STATIONS

Program Category	CBC O & O			CBC Aff.		CTV Aff.		TOTAL	IND Non Local		US Stns.		R-C O & O		R-C Aff.		TVA Aff.		TOTAL			
	Can.	For.	Total	Can.	For.	Total	Can.		For.	Total	Can.	Non Local	Can.	For.	Total	Can.	For.	Total				
1 News	0	0	0	.01	.02	.02	0	0	.02	.69	0	.69	.55	.02	0	.02	0	0	0	.02		
2 Current Affairs	.33	0	.33	.06	0	.06	.04	0	.04	.43	0	.19	.17	.02	0	.02	.25	0	.01	.28		
3 Information	.02	0	.02	.01	0	.01	.2	0	.2	.23	.56	0	.59	0	0	0	.06	0	.03	.09		
4 Sports	.02	0	.02	0	0	0	.26	.05	.31	.33	.05	.36	.42	.02	0	.02	0	0	0	.02		
5 Entertainment	.13	1.65	1.78	.06	4.7	4.76	.29	3.84	4.12	10.66	.44	9.64	10.09	.06	.66	.72	1.03	1.97	3	5.25	13.59	22.56
6 Other	0	0	0	.03	0	.03	0	0	0	.03	0	0	0	0	0	0	0	0	0	0		
Total	.5	1.65	2.15	.17	4.72	4.89	.78	3.89	4.67	11.70	1.94	10.01	11.95	.12	.66	.78	1.34	1.97	3.31	5.29	13.59	22.97

Percentage distribution of viewing time for the syndicated component (non network and non local programs) for different types of stations.

TABLE NO. 2

PERCENTAGE DISTRIBUTION OF VIEWING TIME

LOCAL COMPONENT

ENGLISH LANGUAGE TV STATIONS

FRENCH LANGUAGE TV STATIONS

Program Category	CBC 0 & 0	CBC Aff.	CTV Aff.	IND	Total Can.	U.S. Stations	Total	R-C 0 & 0	R-C Aff.	TVA Aff.	Total
1. News	1.37	1.79	4.46	.57	8.19	.7	8.89	1.6	.74	3.64	5.98
2. Current Affairs	.85	.17	.3	.09	1.41	.04	1.45	.06	.08	.4	.54
3. Information	.02	.02	.06	.06	.16	0	.16	.11	0	0	.11
4. Sports	.01	0	.96	.14	1.11	.47	1.58	.02	0	.09	.11
5. Entertainment	.12	.09	.63	.26	1.1	.42	1.52	.03	0	1.56	1.59
6. Other	0	0	0	.08	.08	0	.08	0	0	0	0
Total	2.37	2.07	6.42	1.2	12.03	1.63	13.68	1.81	.81	5.69	8.33

Percentage distribution of viewing time for the local component
(locally produced programs) for different types of stations.

TABLE NO: "2"

PERCENTAGE DISTRIBUTION OF VIEWING HOURS

FRENCH LANGUAGE TV STATIONS

Program Category	R-C						TVA						R-C Aff.						Total					
	R-C Net.		R-C O & O		Total		TVA Net.		TVA Aff.		Total		R-C Aff.		Total		Total							
	Can.	For.	Can.	For.	Can.	Total	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Total					
1 News	1.73	0	1.62	0	3.34	0	3.34	2.34	0	3.64	0	5.98	0	5.98	.74	0	.74	10.06	0	10.06				
2 Curr. Affairs	3.12	.16	.08	0	3.2	.16	3.36	1.28	0	.41	0	1.68	0	1.68	.33	0	.33	5.21	.16	5.37				
3 Information	1.47	0	.11	0	1.58	0	1.58	0	0	.03	0	.03	0	.03	.06	0	.06	1.66	0	1.66				
4 Sports	4.08	0	.03	0	4.11	0	4.11	10.98	0	.09	0	11.07	0	11.07	0	0	0	15.18	0	15.18				
5 Entertainment	13.59	13.49	.07	.67	13.66	14.17	27.82	11.17	5.33	6.81	13.59	17.98	18.92	36.9	1.03	1.97	3	32.67	34.06	67.72				
6 Other	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Total	23.97	13.65	1.92	.67	25.89	14.33	40.22	25.26	5.33	10.98	13.59	36.74	18.92	55.66	2.15	1.97	4.12	64.78	35.22	100				

Percentage distribution of viewing hours for different types of TV stations
in terms of different program categories and program country of origin.

TABLE NO: T1

PERCENTAGE DISTRIBUTION OF VIEWING HOUR

ENGLISH LANGUAGE TV STATIONS

Program Category	CBC						CTV						CBC Aff.			Independent		U.S.		Total	
	CBC Net.		CBC 0 & 0		Total		CTV Net.		CTV Aff.		Total		Can.		For.		Can.	For.	Total	Can.	For.
	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.	Can.	For.					
1 News	1.26	0	1.37	0	2.63	0	2.63	0	4.46	0	5.54	0	5.54	1.8	.02	1.81	1.27	0	1.27	11.2	1.3
2 Curr. Affairs	1.67	0	1.18	0	2.85	0	2.85	0	.34	0	.89	0	.89	.22	0	.22	.28	0	.28	4.3	.2
3 Information	.33	0	.04	0	.37	0	.37	0	.26	0	.26	0	.26	.03	0	.03	.62	0	.62	0	1.3
4 Sports	2.83	0	.03	0	2.86	0	2.86	0	1.22	.05	1.27	.05	1.27	0	0	0	.20	.36	.56	1.11	4.3
5 Entertainment	3.69	8.26	.25	1.65	3.95	9.92	13.86	2.25	.65	4.1	2.9	21.34	24.24	.16	4.7	4.86	.71	9.64	10.35	22.55	7.7
6 Other	0	0	0	0	0	0	0	0	0	0	0	0	0	.03	0	.03	.08	0	.08	.1	0
Total	9.79	8.26	2.87	1.65	12.65	9.92	22.57	3.88	21.12	6.94	4.15	10.81	21.39	2.24	4.7	6.96	3.14	10.01	13.15	25.12	28.9
																				71.1	100

Percentage distribution of viewing hours for different types of TV stations


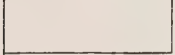

in terms of different program categories and program country of origin.

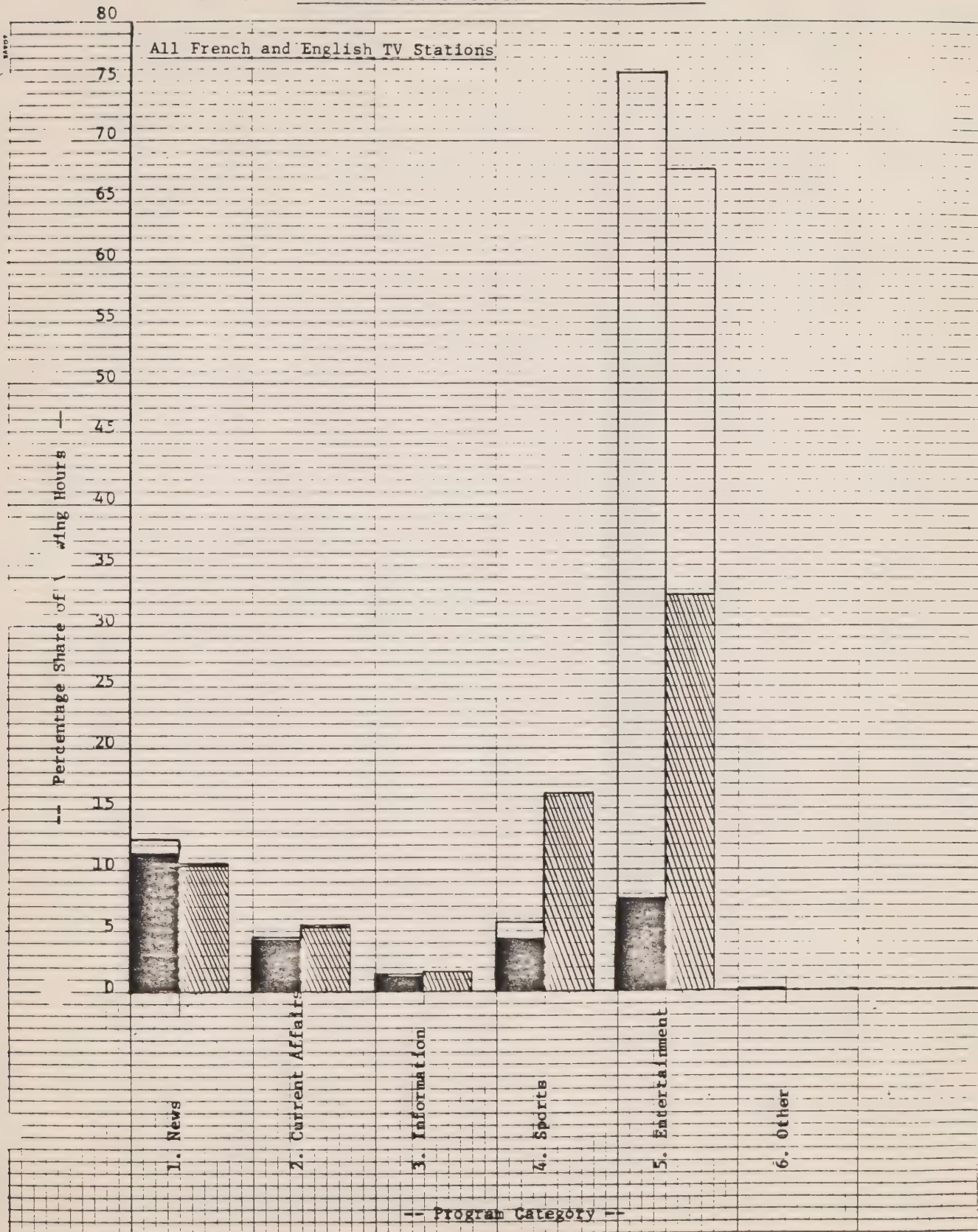
HISTOGRAMS ILLUSTRATING PERCENTAGE

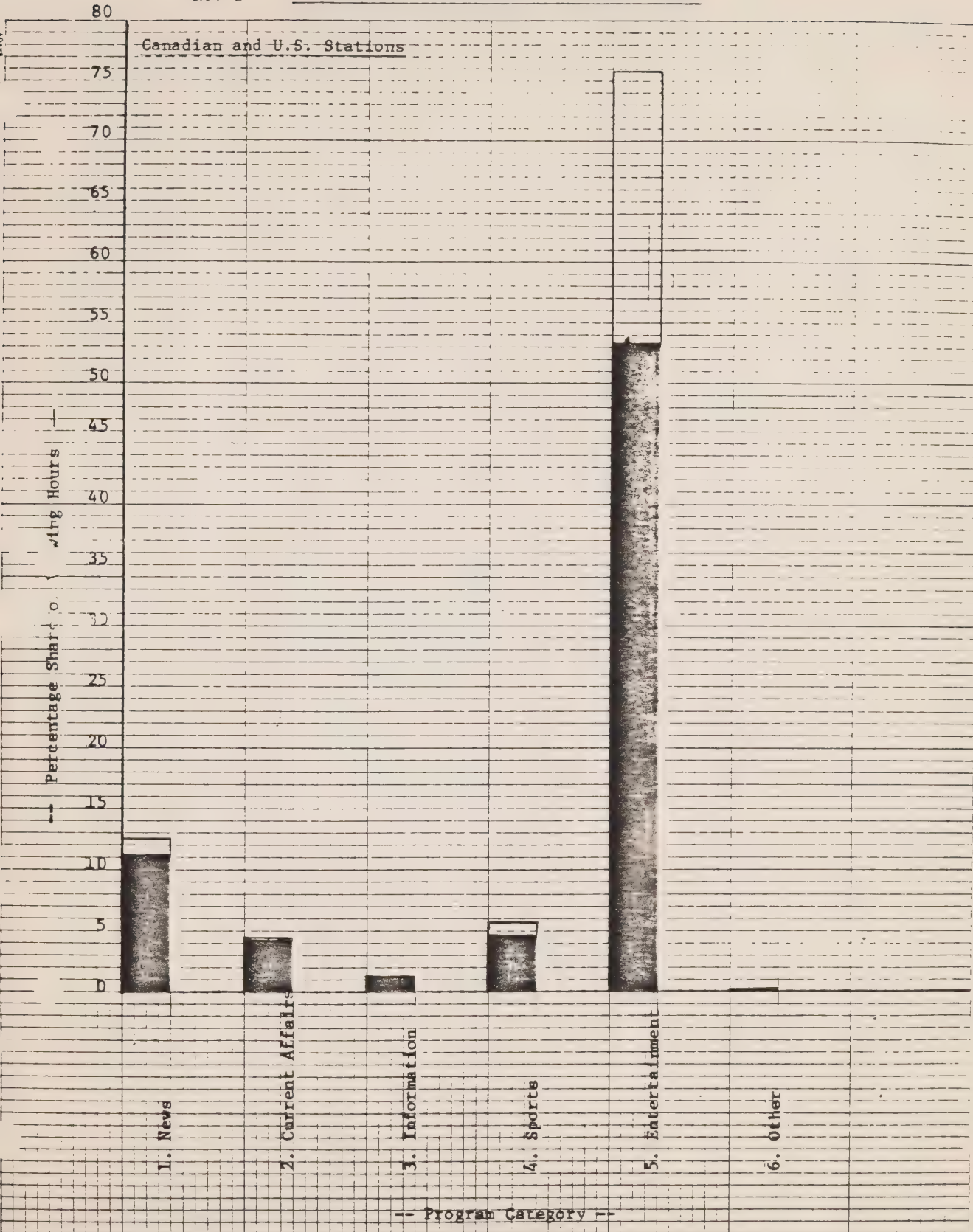
DISTRIBUTION OF VIEWING TIME

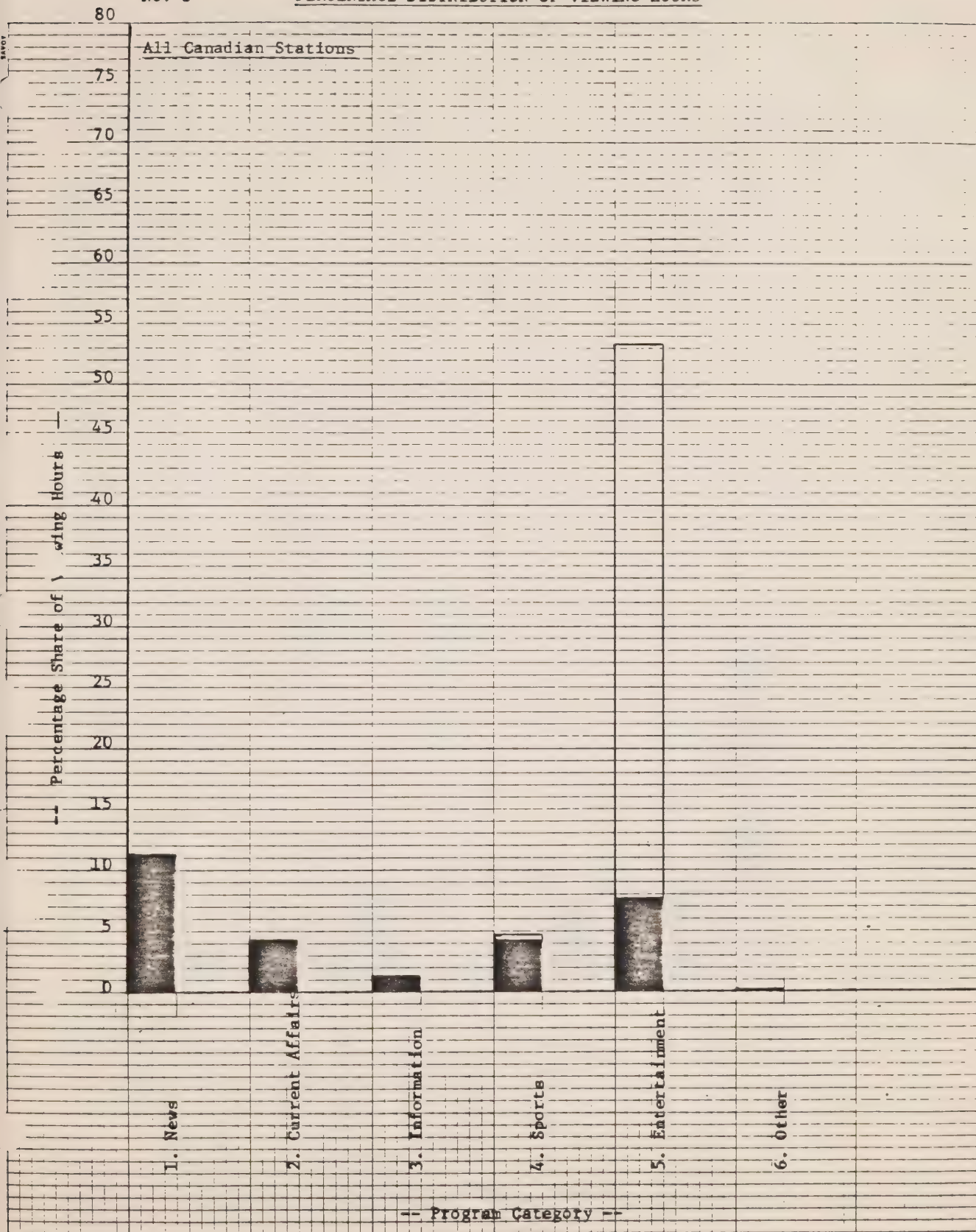
Histograms 1 - 21 correspond exactly with Tables 1 - 21, and represent the same statistics in a different form.

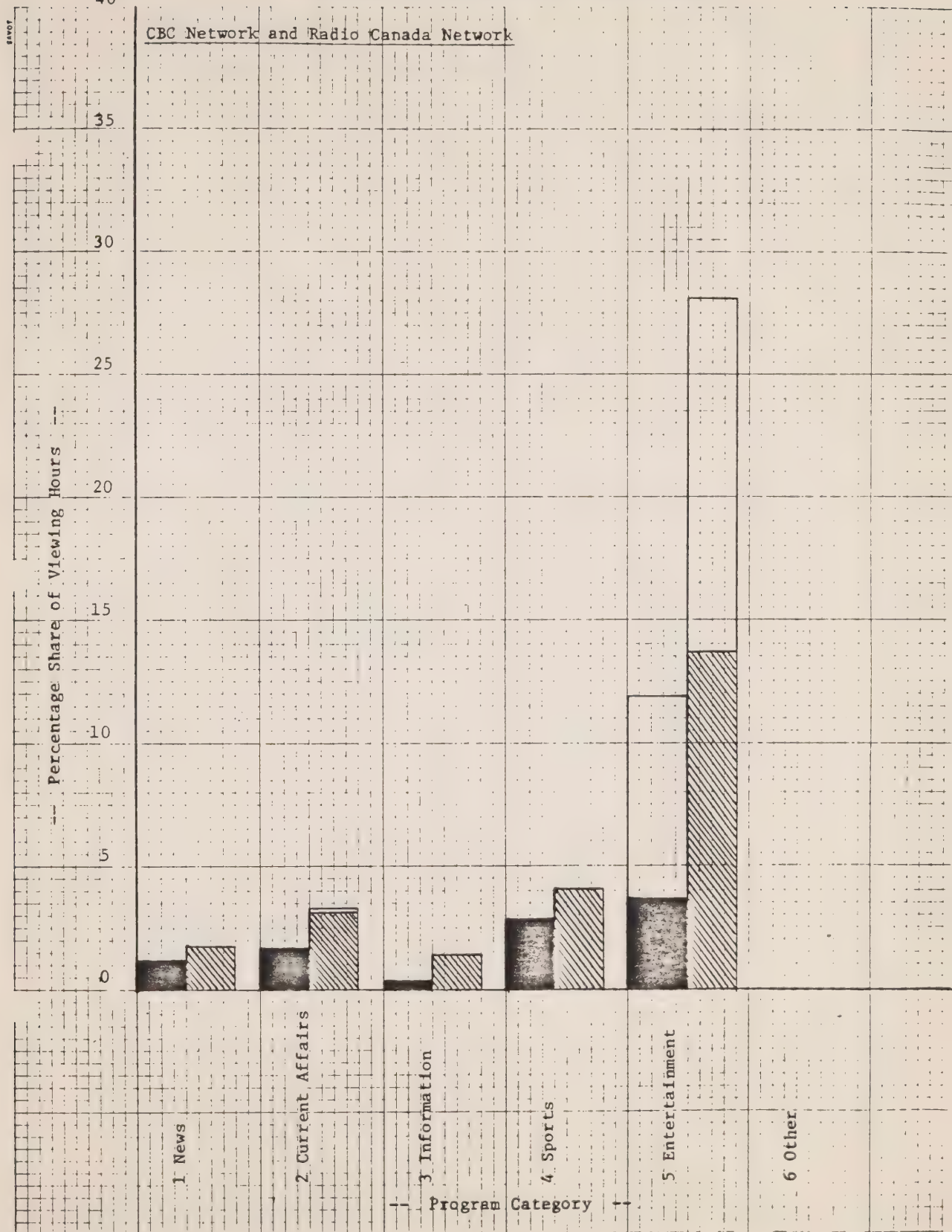
Legend:

1.  Viewing share for programs of Canadian origin on English language TV stations
2.  Viewing share for programs of American origin
3.  Viewing share for programs of Canadian origin on French language TV stations
4. Where there are two bars in each content category, the left bar corresponds to English language stations, while the right bar corresponds to French language stations.

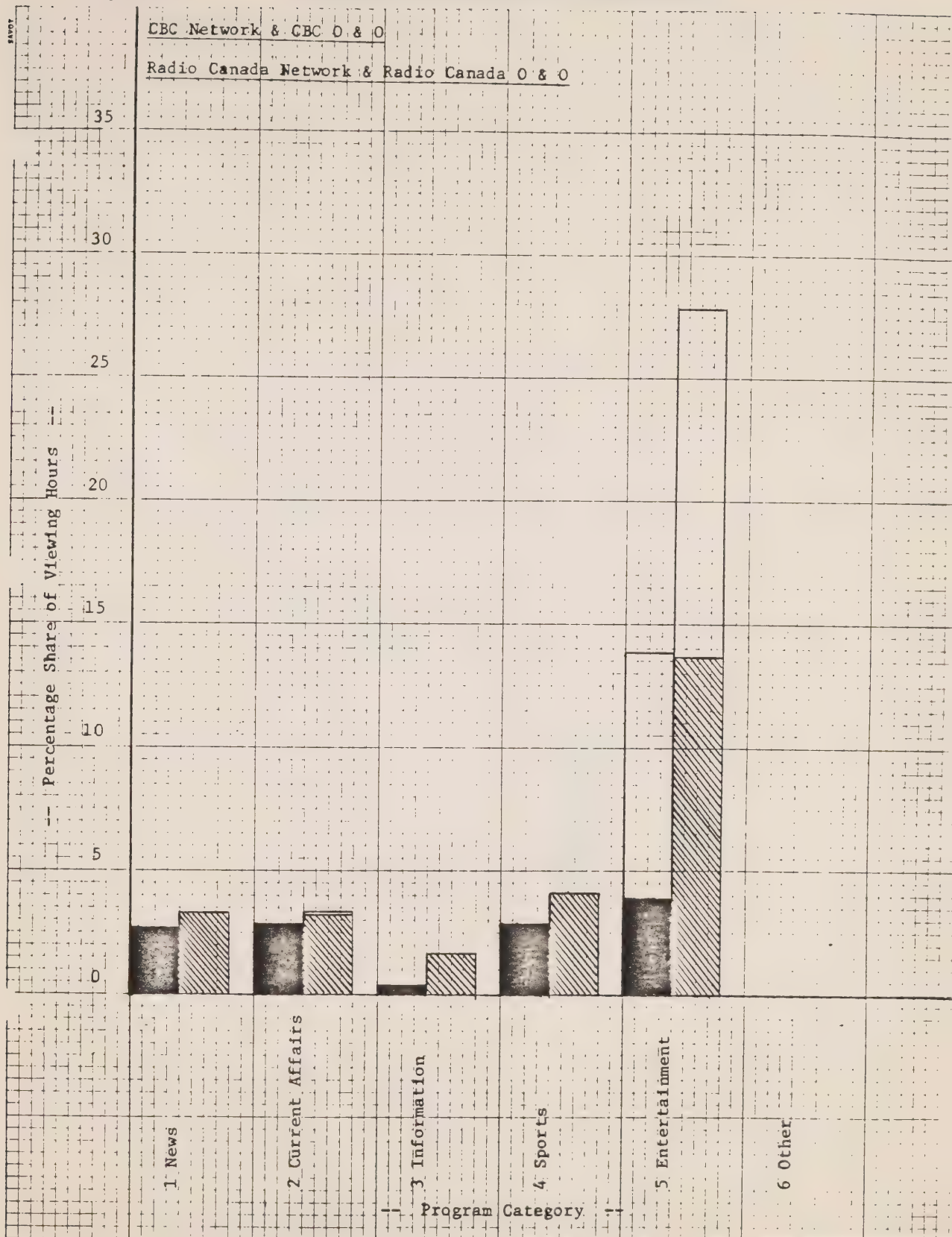




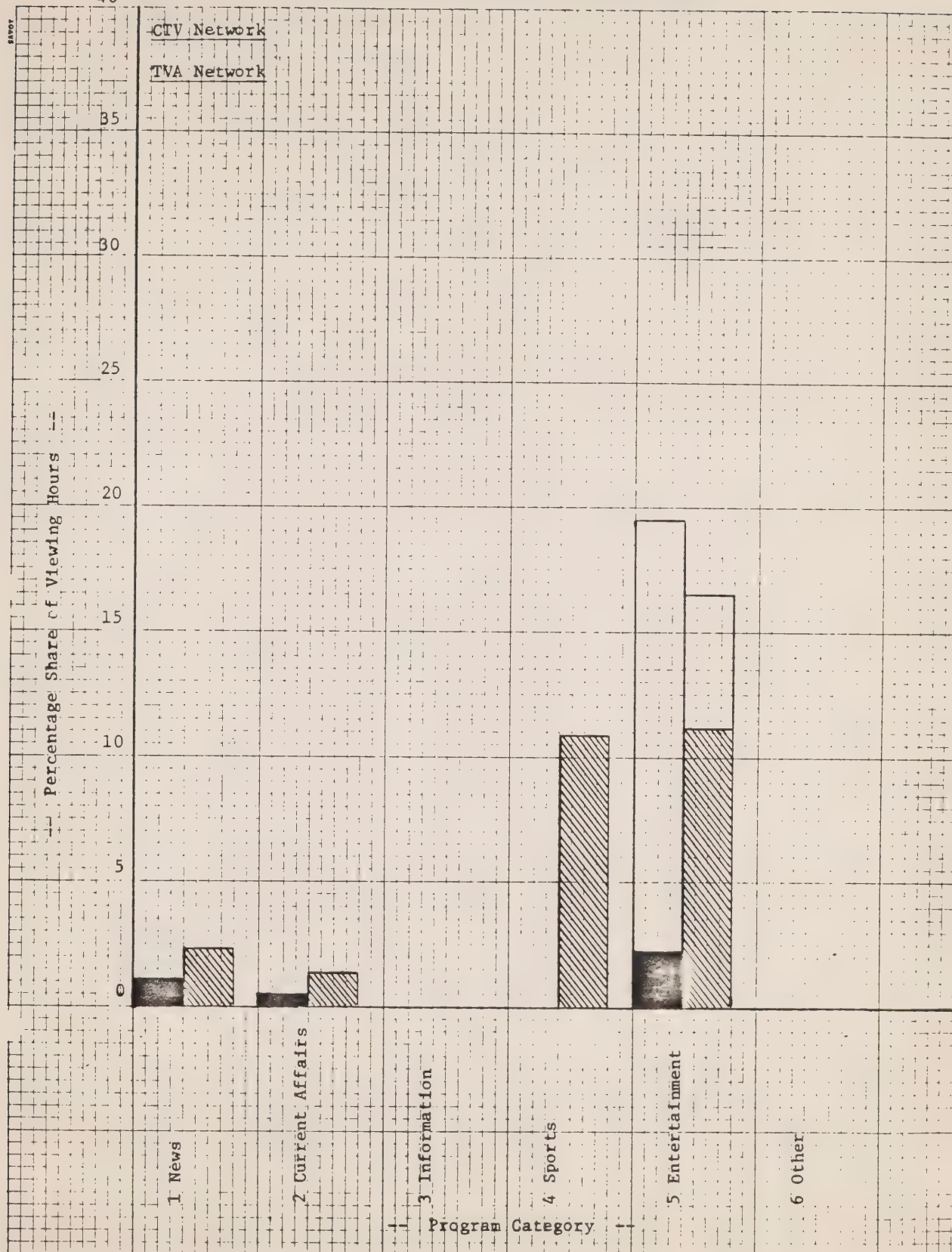




PERCENTAGE DISTRIBUTION OF VIEWING HOURS

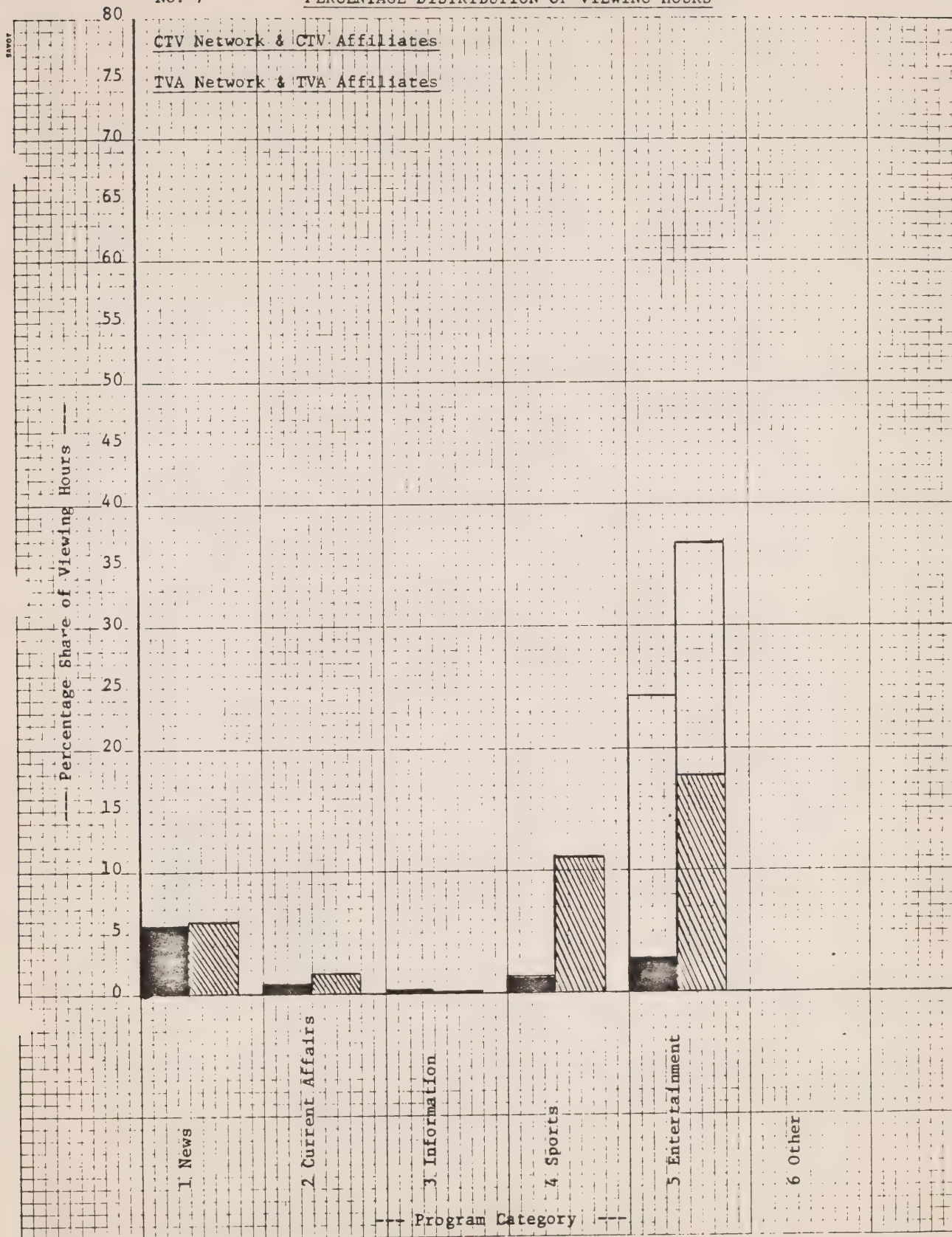


PERCENTAGE DISTRIBUTION OF VIEWING HOURS



NO: 7

PERCENTAGE DISTRIBUTION OF VIEWING HOURS



8

PAGE

CBC O & P - Non Network Component

RC O & O - Non Network Component

7

6

5

4

3

2

1

0

Percentage Share of Viewing Hours

1 News

2 Current Affairs

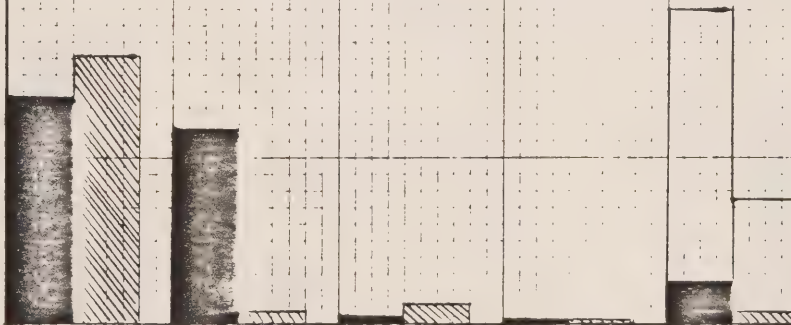
3 Information

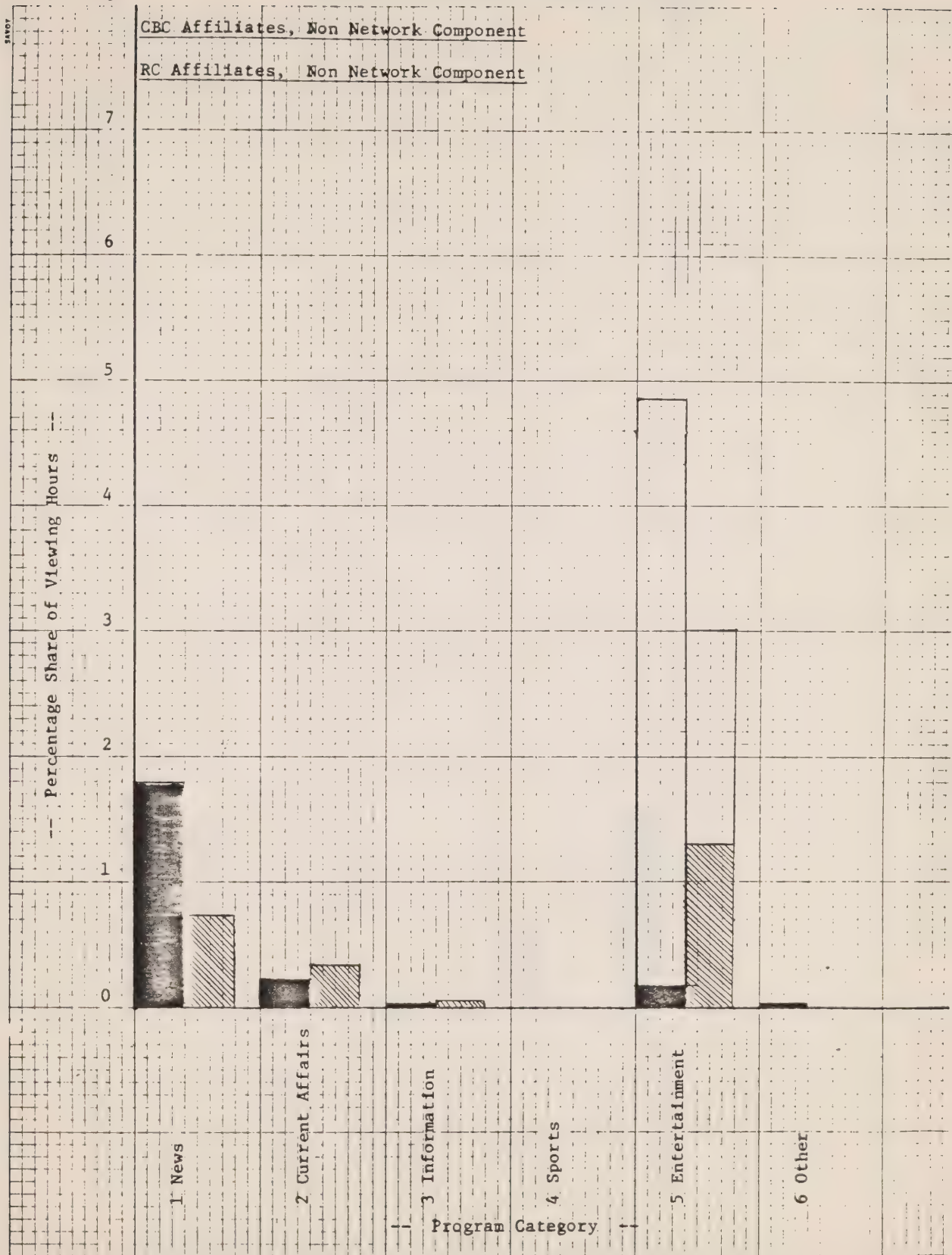
4 Sports

5 Entertainment

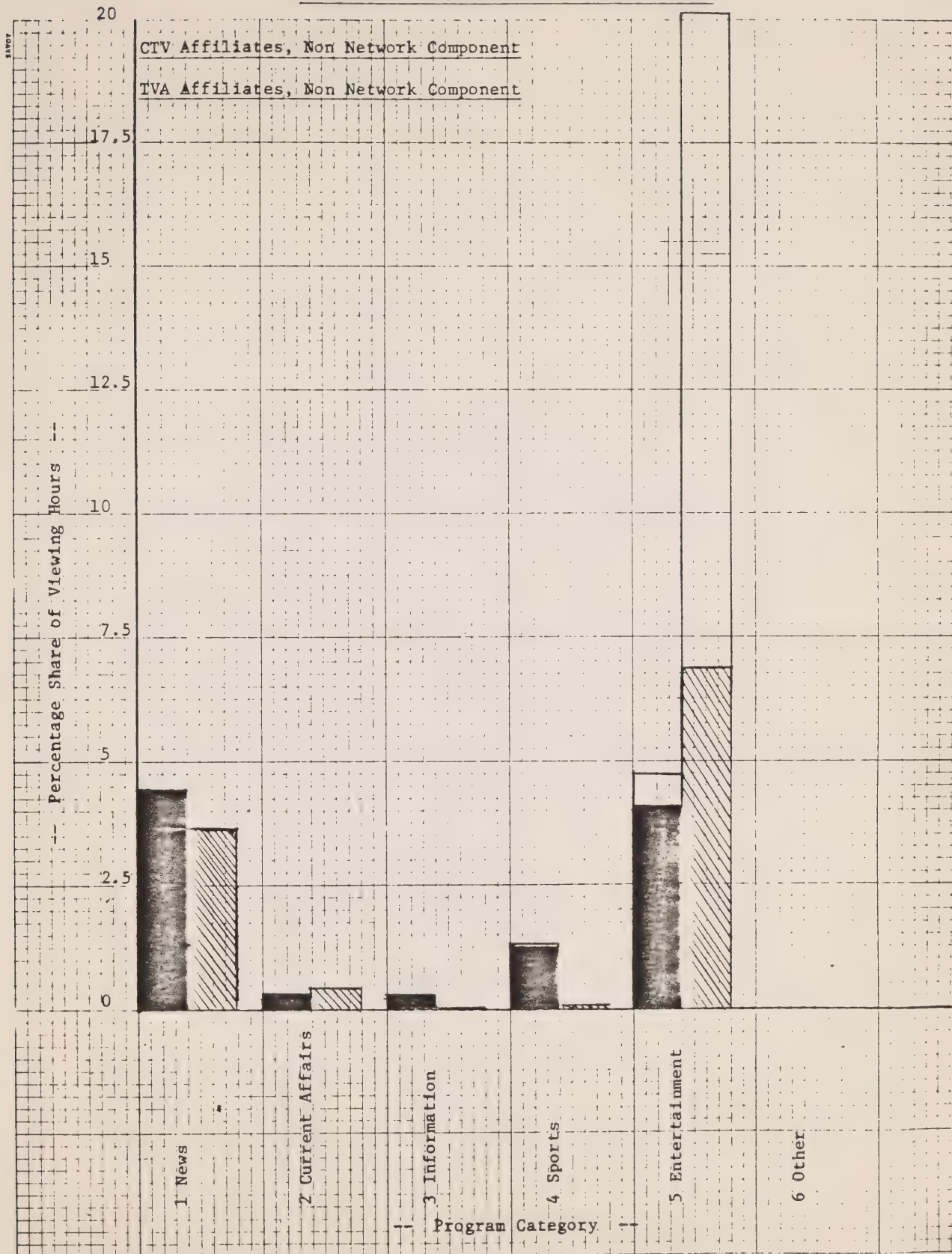
6 Other

Program Category





PERCENTAGE DISTRIBUTION OF VIEWING HOURS



20

SAVOY

Canadian Independent TV Stations

Percentage Share of Viewing Hours

17.5

15

12.5

10

7.5

5

2.5

0

1 News

2 Current Affairs

3 Information

4 Sports

5 Entertainment

6 Other

Program Category

CBC O & O - Local Component

RC O & O - Local Component

Percentage Share of Viewing Hours

3.5

3

2.5

2

1.5

1

0.5

0

1 News

2 Current Affairs

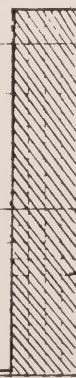
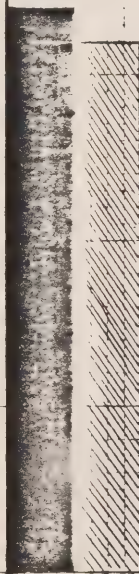
3 Information

4 Sports

5 Entertainment

6 Other

Program Category



SAVED

CBC Affiliates - Local Component

RC Affiliates - Local Component

Percentage Share of Viewing Hours

3.5

3

2.5

2

1.5

1

.05

0

1 News

2 Current Affairs

3 Information

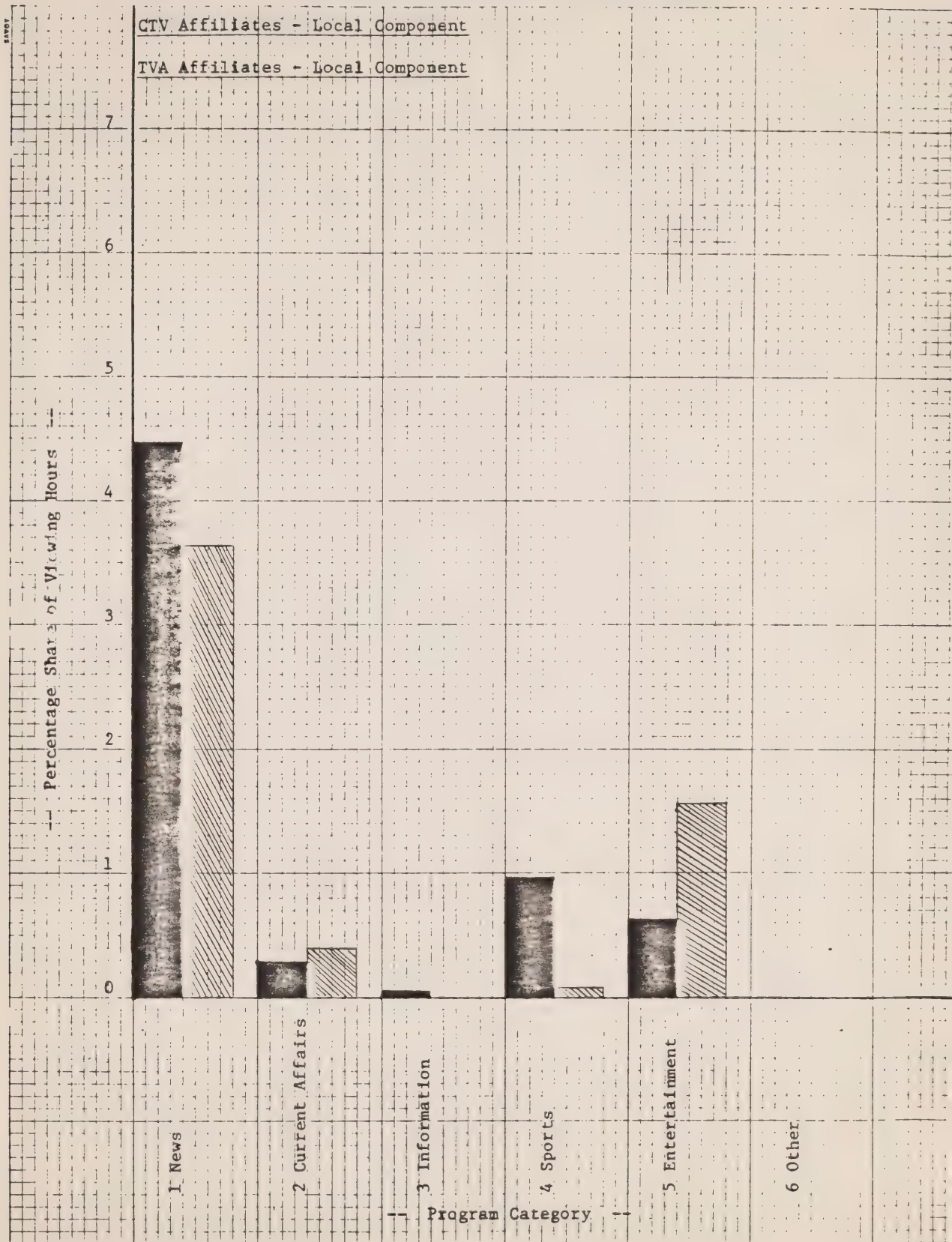
4 Sports

5 Entertainment

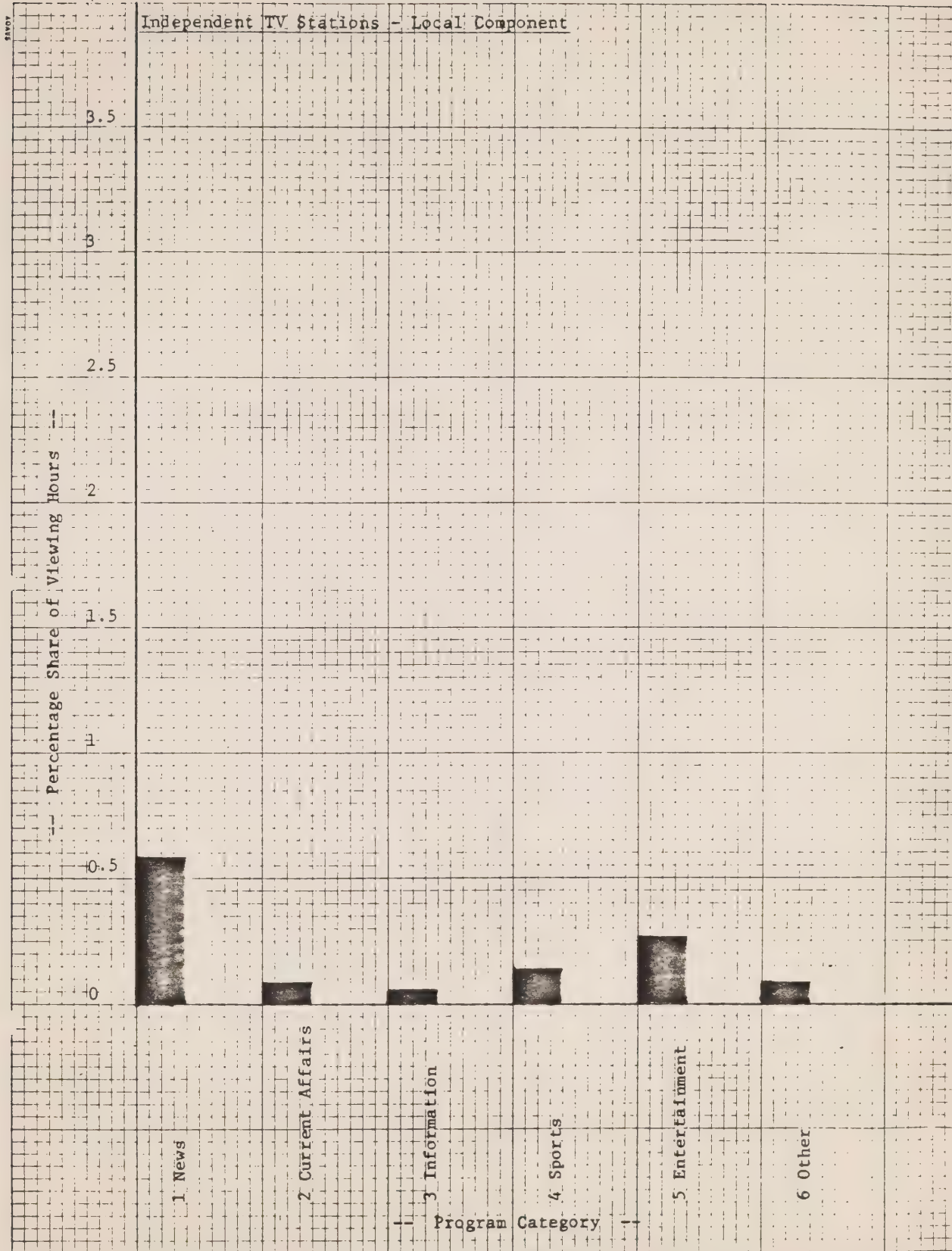
6 Other

Program Category





4



SAVOY

U.S. TV Stations - Local Component

Percentage Share of Viewing Hours

3.5

3

2.5

2

1.5

1

0.5

0

1 News

2 Current Affairs

3 Information

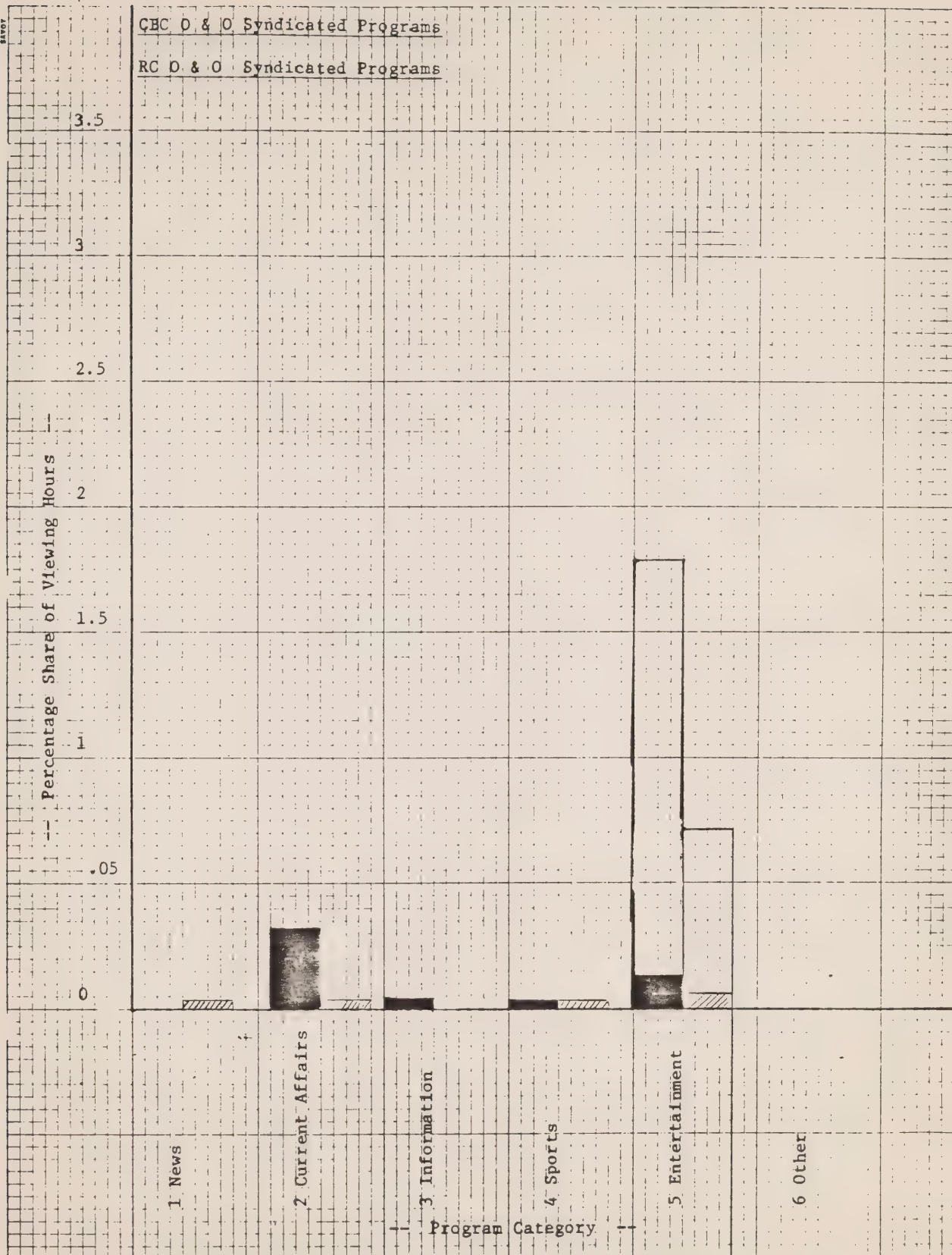
4 Sports

5 Entertainment

6 Other

Program Category

BAYOT



8

SHEET

CBC Affiliates Syndicated Programs

RC Affiliates Syndicated Programs

Percentage Share of Viewing Hours

7

6

5

4

3

2

1

0

1 News

2 Current Affairs

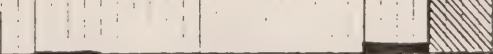
3 Information

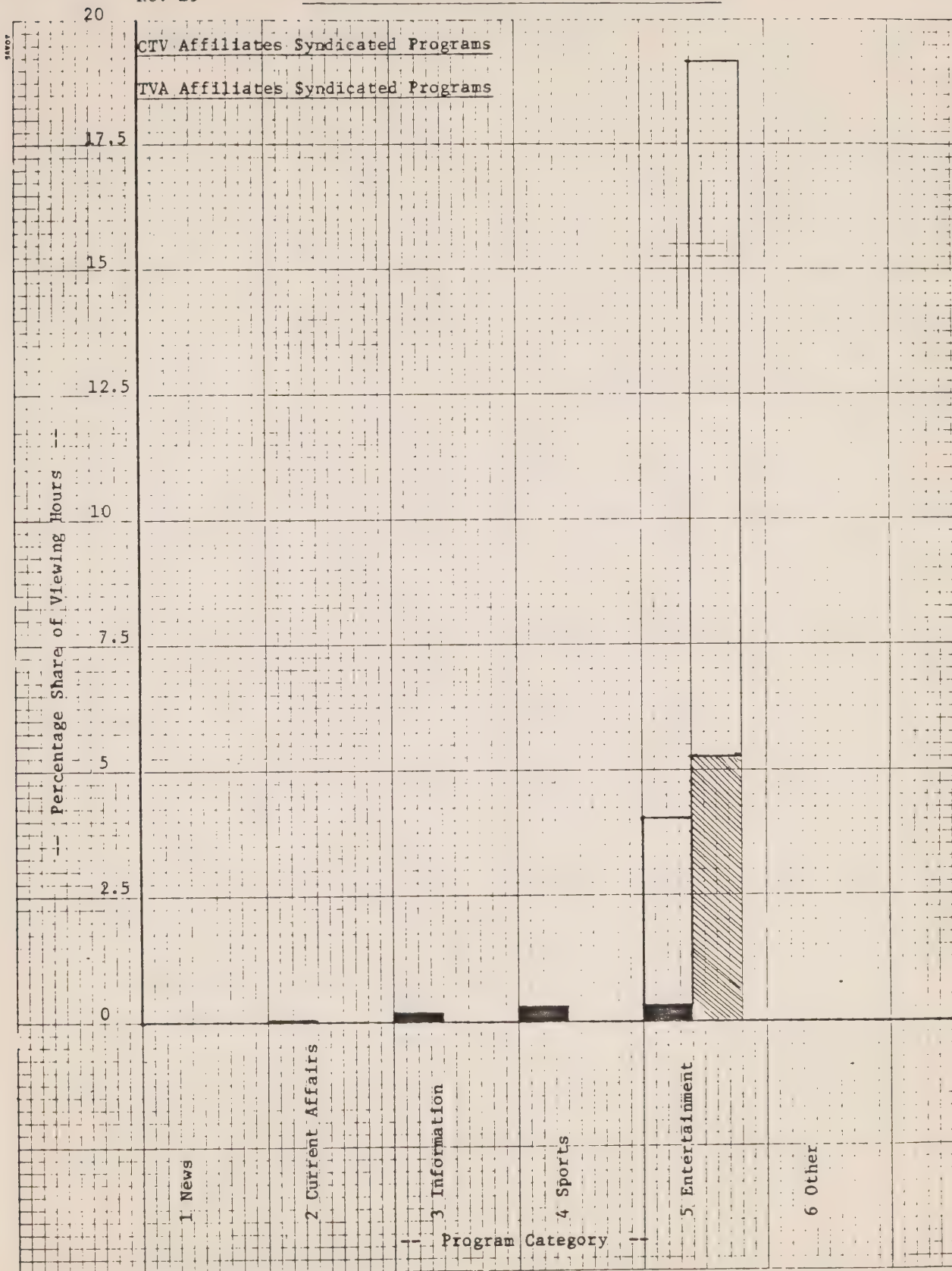
4 Sports

5 Entertainment

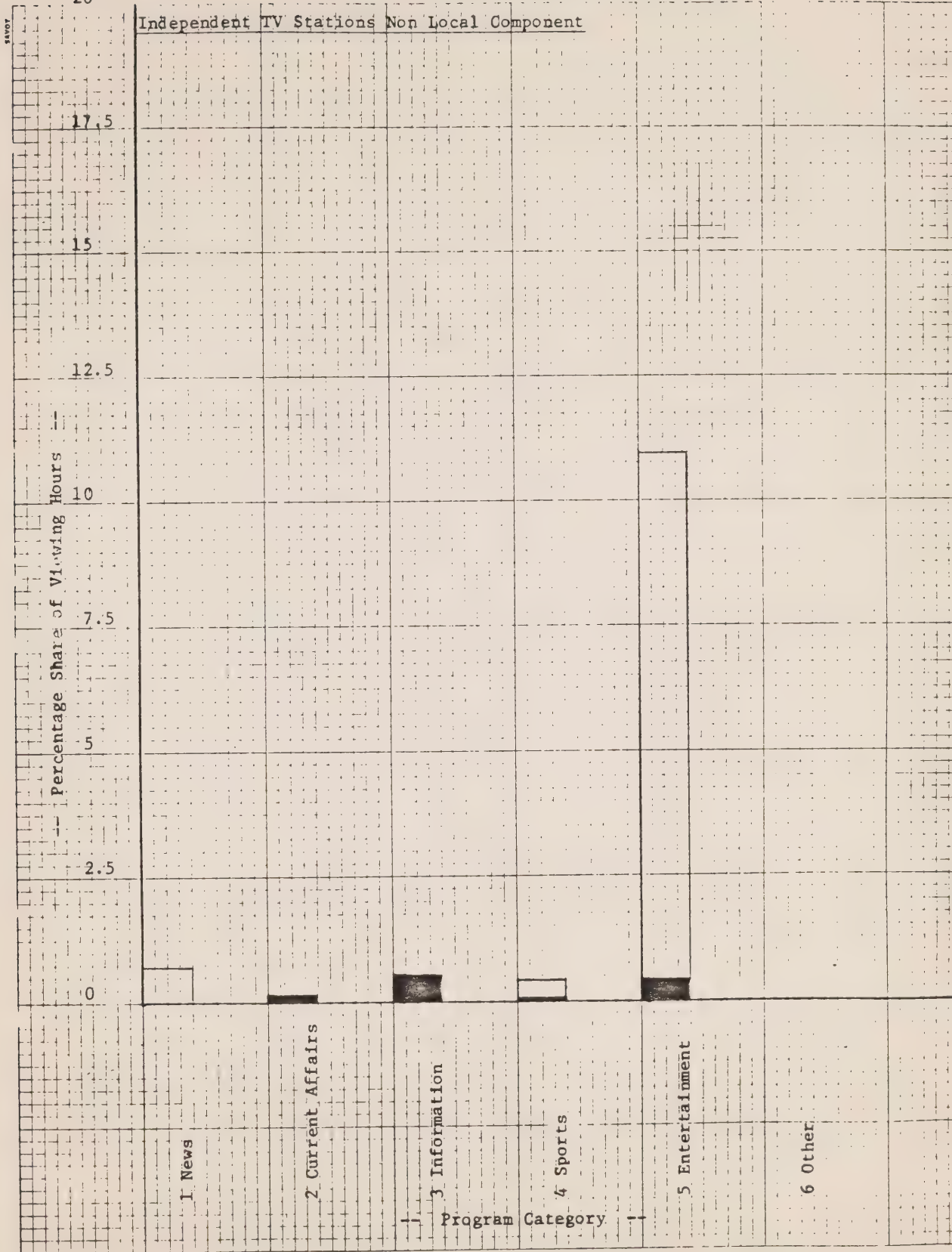
6 Other

Program Category





20



40

35

30

25

20

15

10

5

0

Percentage Share of Viewing Hours

U.S. TV Stations Non Local Component

1 News

2 Current Affairs

3 Information

4 Sports

5 Entertainment

6 Other

Program Category

INCREASE IN THE VIEWING SHARE OF U.S. TELEVISION STATIONS (1967-76)

Significant changes have occurred over the last ten years, largely resulting from the expansion of cable television, and consequent increase in coverage by American border stations. Throughout this period, the number of American stations viewed in Canada has increased from 28 to 52, while the share of the total Canadian audience watching these stations has risen from 17.2% to 21.2% -- (Graph 1) -- a gain of 4%. It follows that the share of the total audience viewing Canadian stations has declined from 82.8% to 78% -- (Graph 2) -- for a loss of 4%.

Several factors should be considered as causal; the spread of cable, scheduling practices, the quality of programs, and changing viewer preferences, among others (comprehensive and detailed statistical studies exist which support this conclusion). However, as made evident by the use of an expanded scale on the graphs, there are smaller year to year variations which are likely the product of scheduling decisions. While Canadian stations have lost a share of the total viewing over the period, it has not been enough to change the relative position of Canadian stations from that of attracting the majority of viewing. In addition, the loss has been off-set by the increase in actual hours tuned to Canadian stations over the ten-year period (Graph 2). The latter is likely the effect of population growth. Examining the total impact is important from a national perspective, but these effects are unevenly spread in different communities, and it is to this aspect that the analysis now turns.

Graphs 1 - 15 show the viewing share of various competing Canadian TV stations and the total share of U.S. stations in the 15 CBC O & O television markets from 1967 to '76.

LABRADOR CITY - SHARE OF TOTAL VIEWING TIME

100

100%

TOTAL CAN.

CJCL

OTHER CAN.

IND

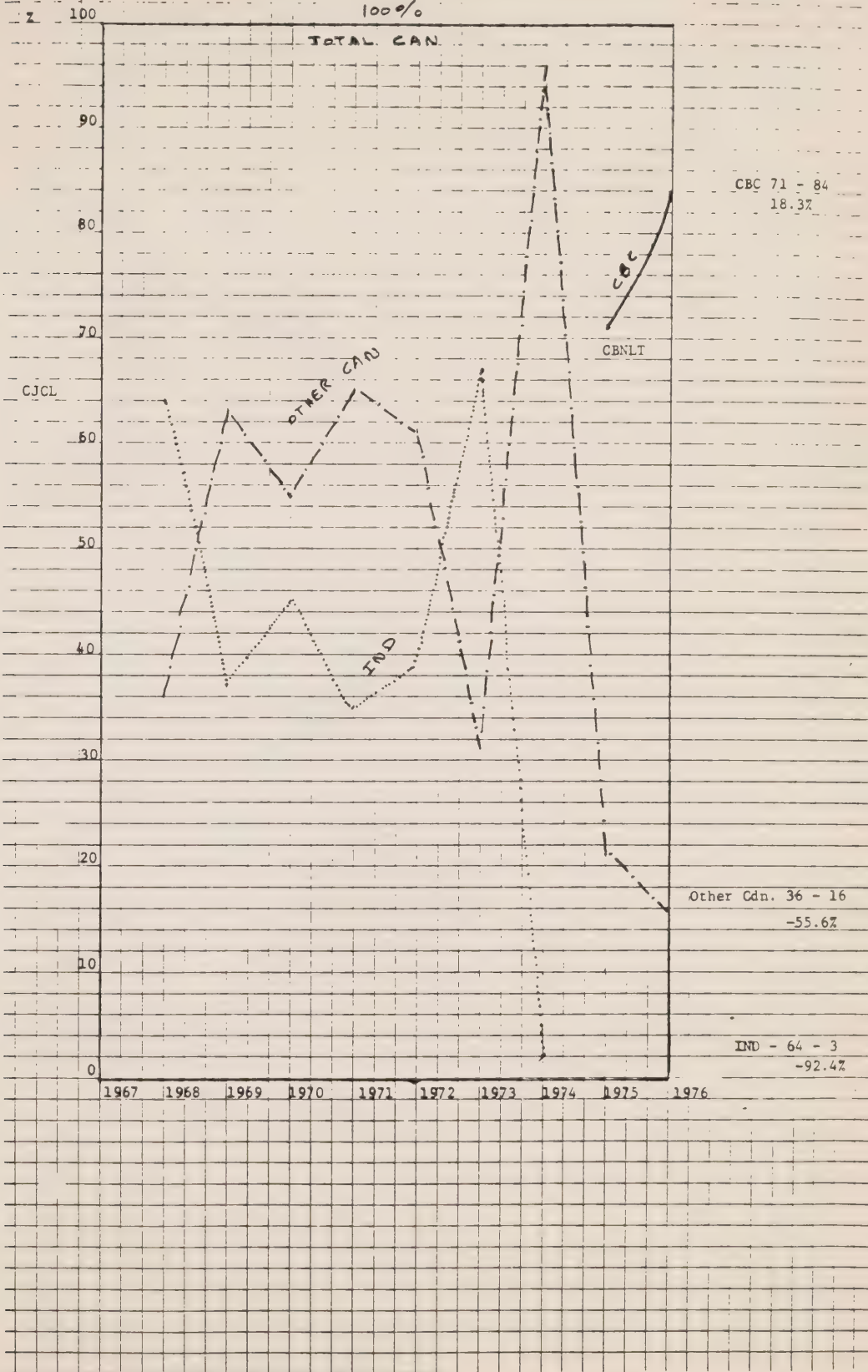
CBNLT

CBC 71 - 84
18.3%

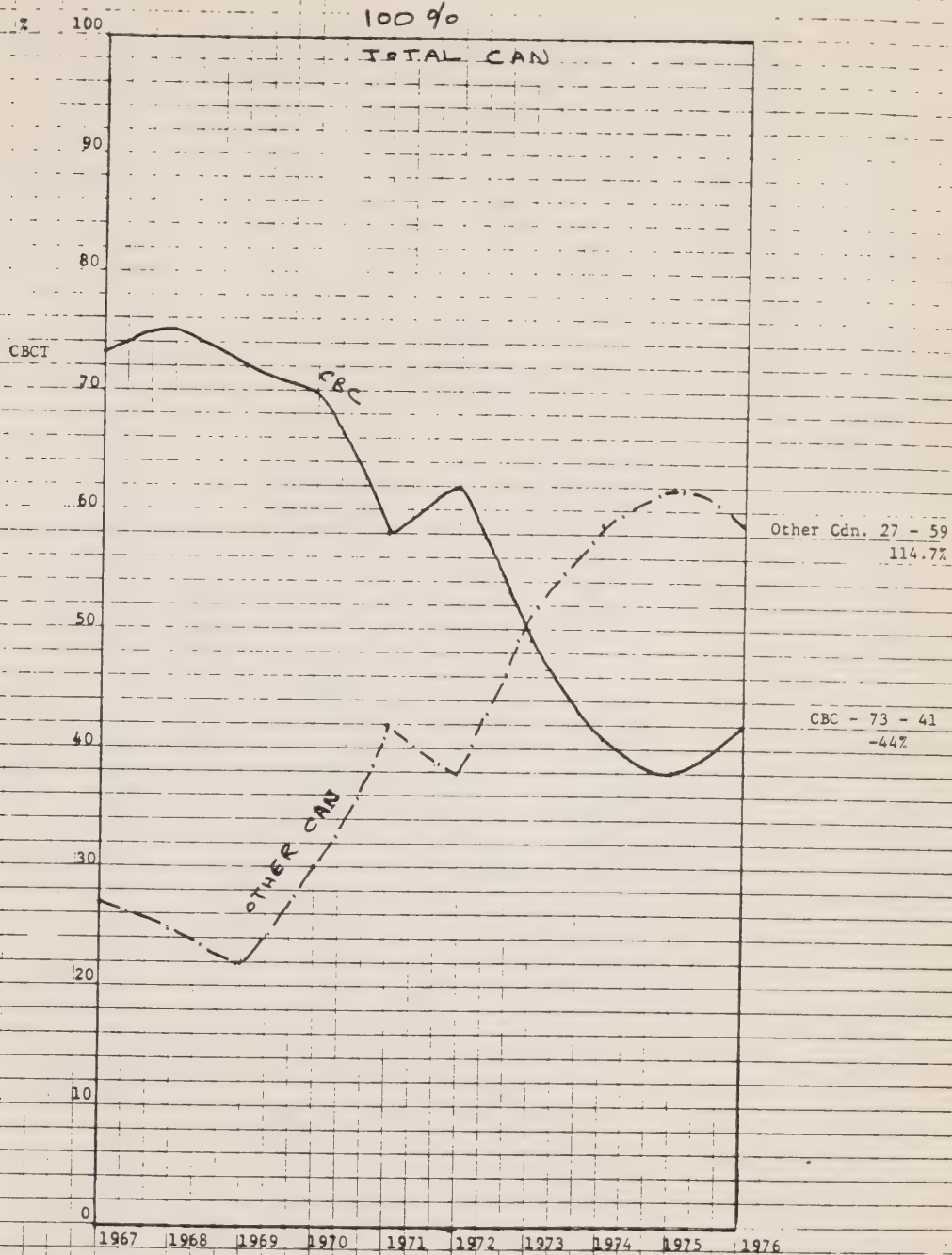
Other Cdn. 36 - 16
-55.6%

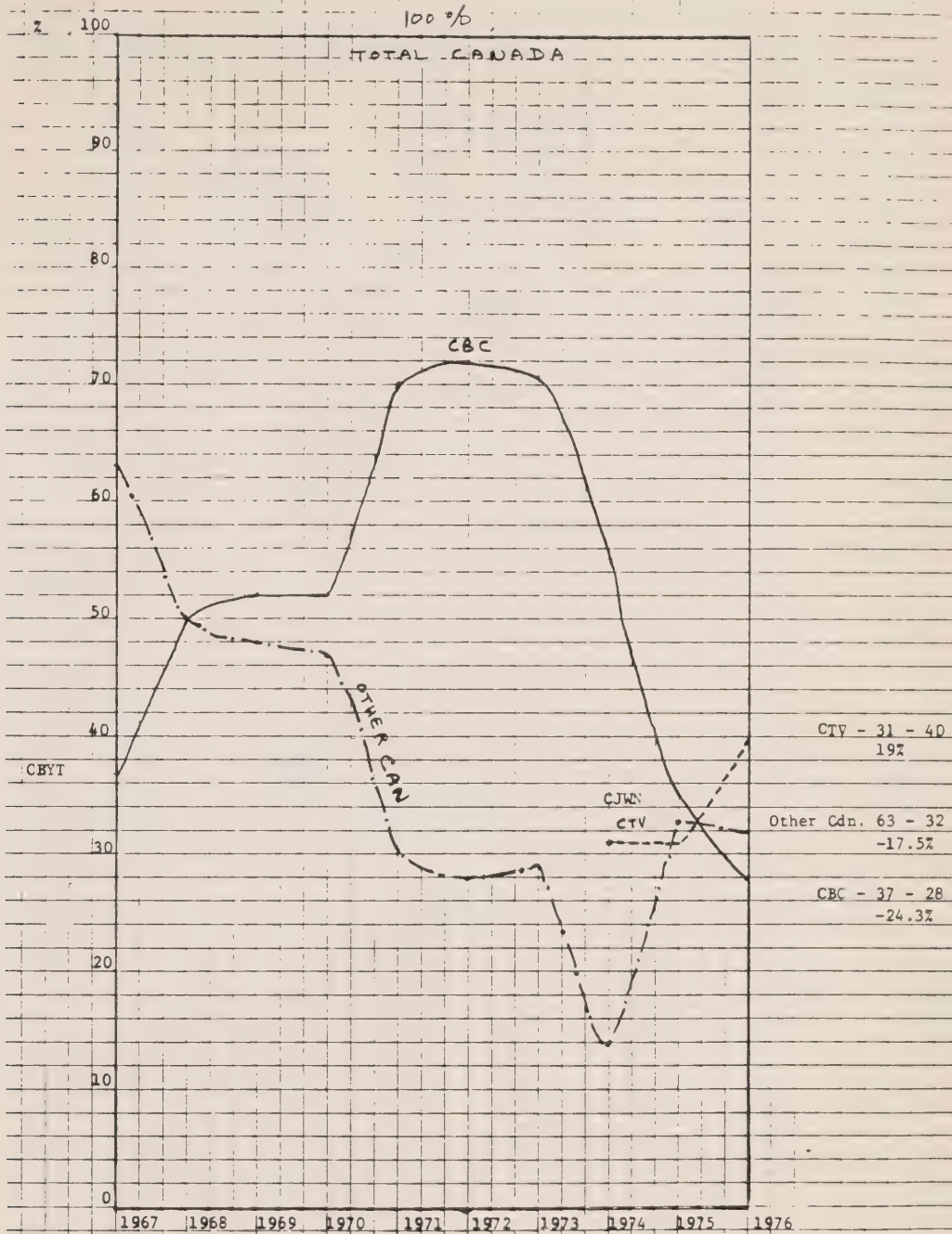
IND - 64 - 3
-92.4%

1967 1968 1969 1970 1971 1972 1973 1974 1975 1976

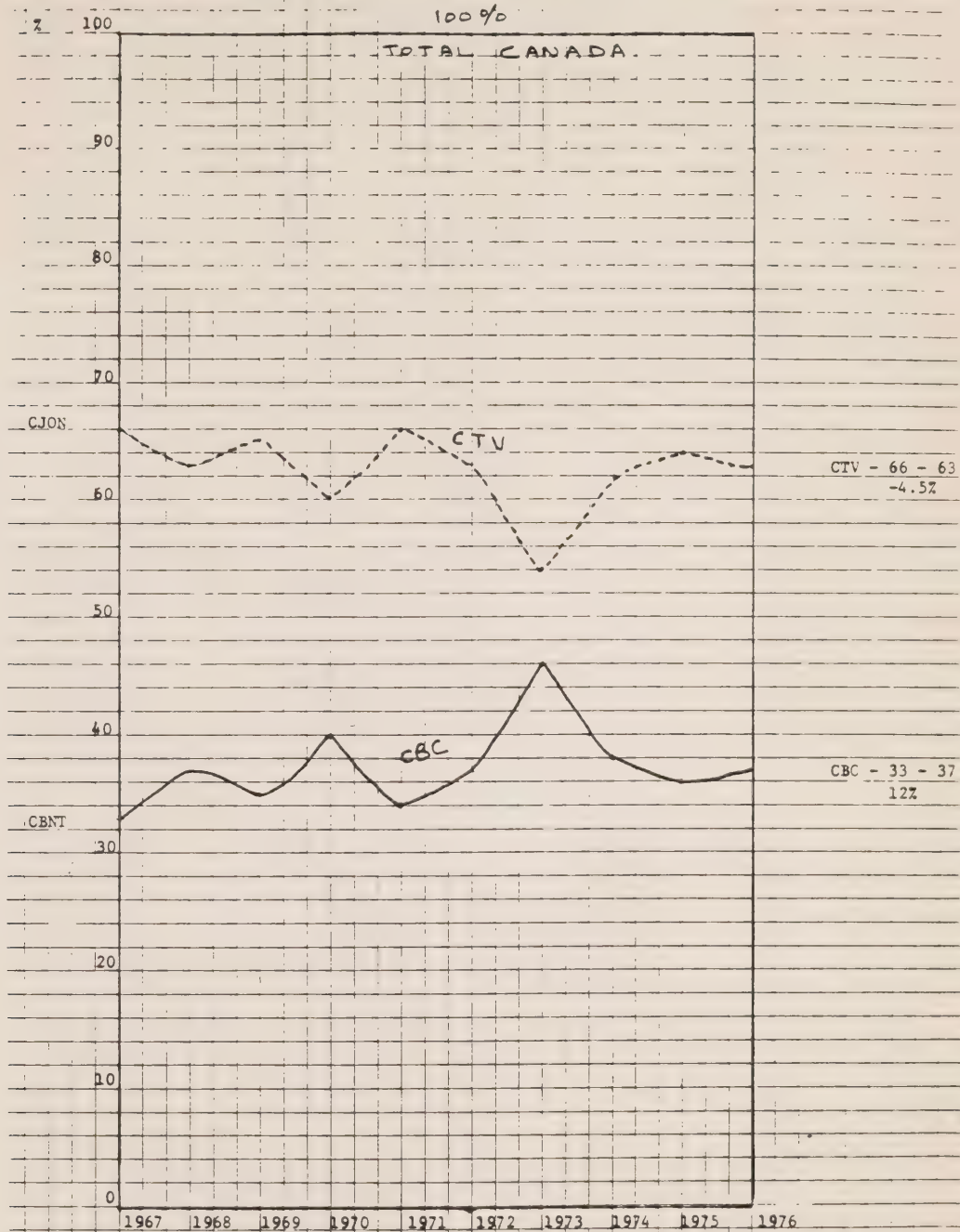


2. CHARLOTTETOWN - SHARE OF TOTAL VIEWING TIME



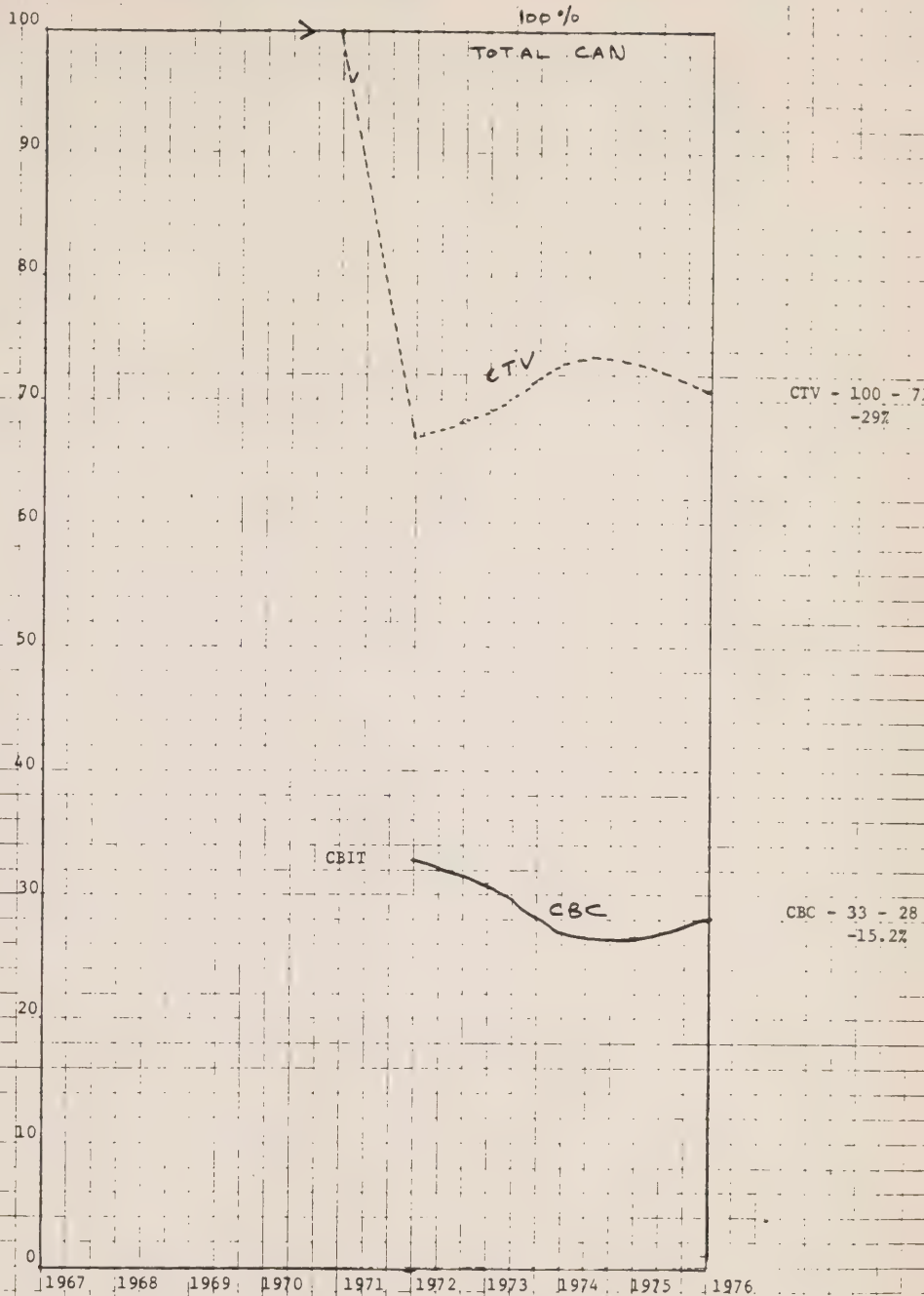


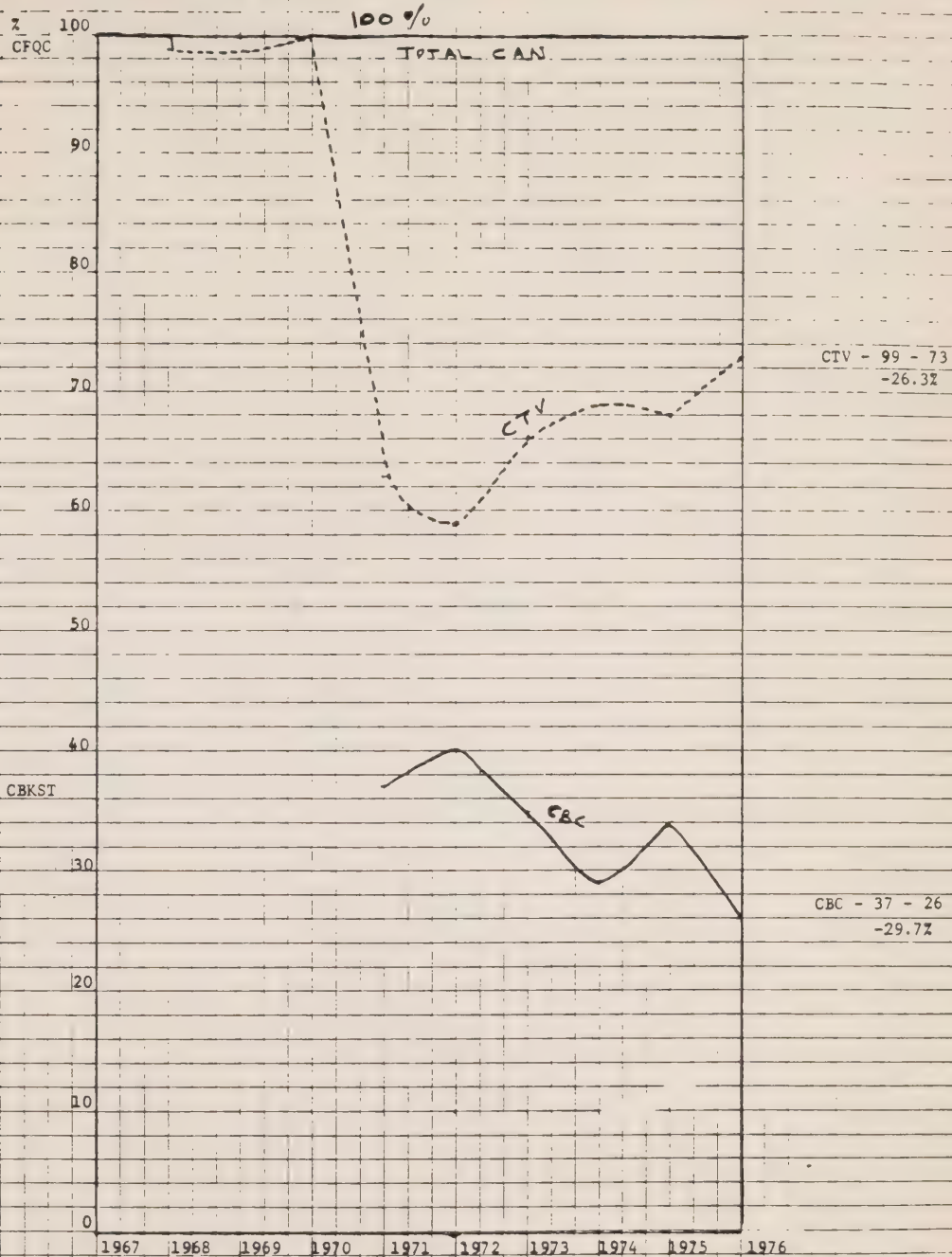
ST. JOHN'S - SHARE OF TOTAL VIEWING TIME

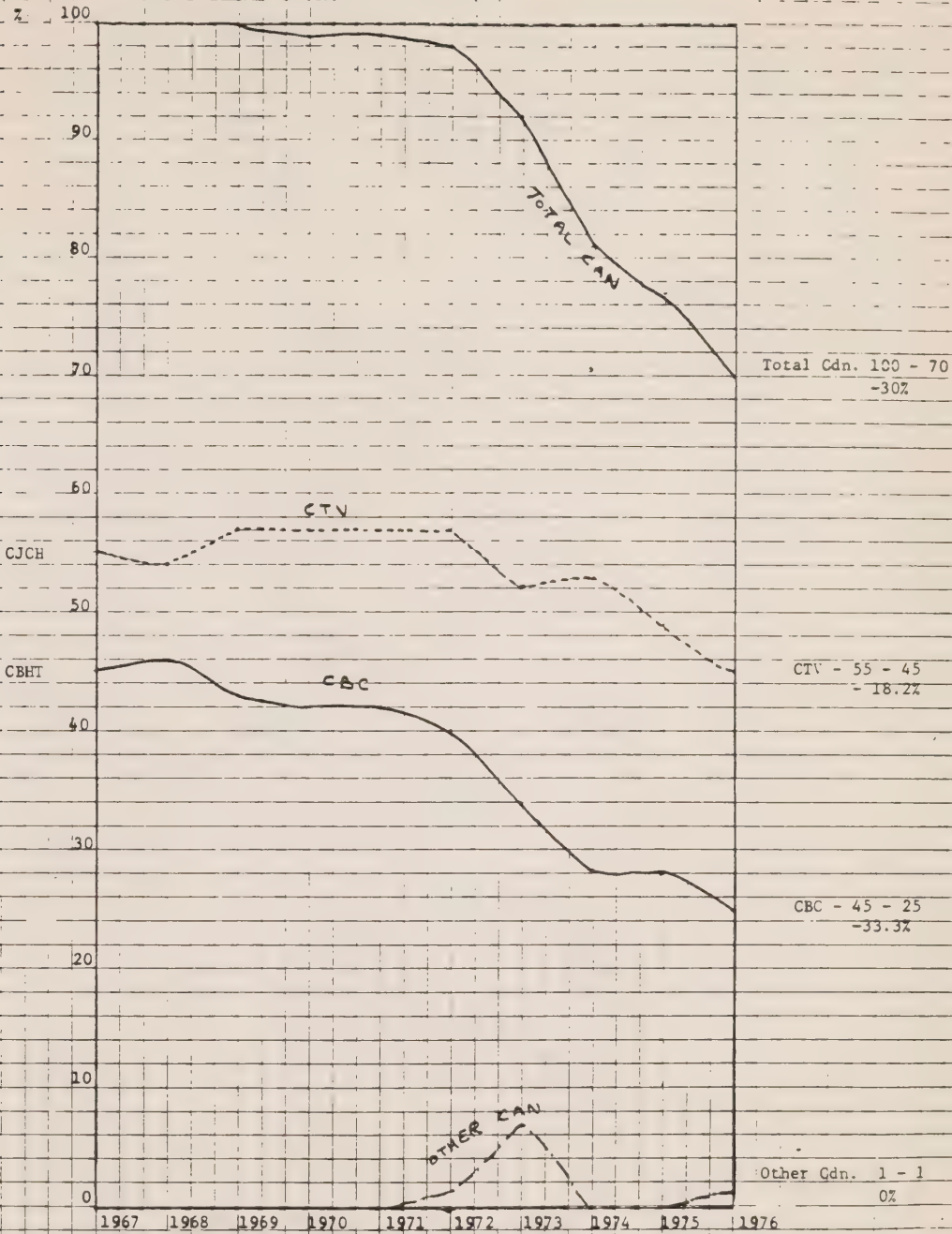


5 SYDNEY - SHARE OF TOTAL VIEWING TIME

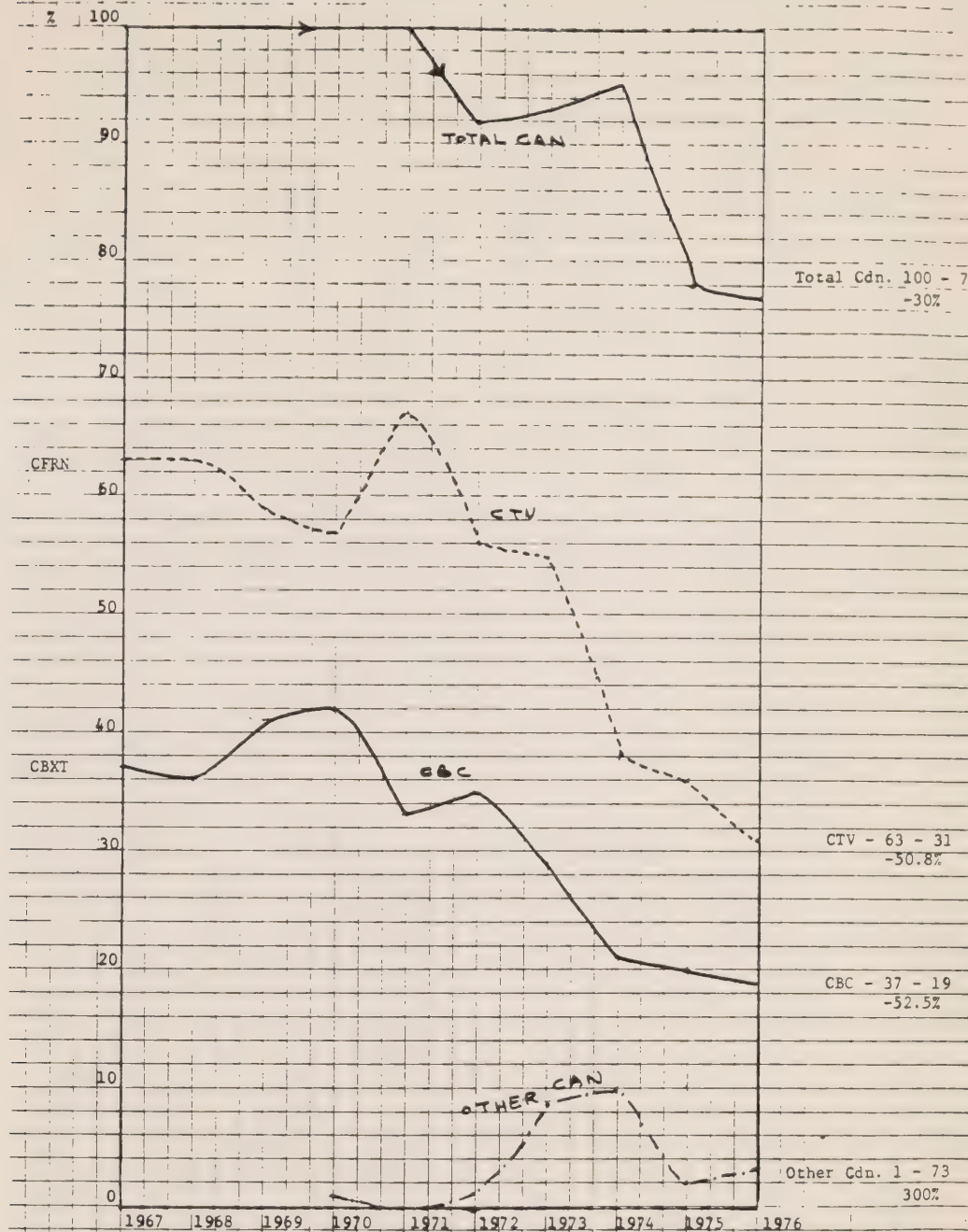
%
CJCB





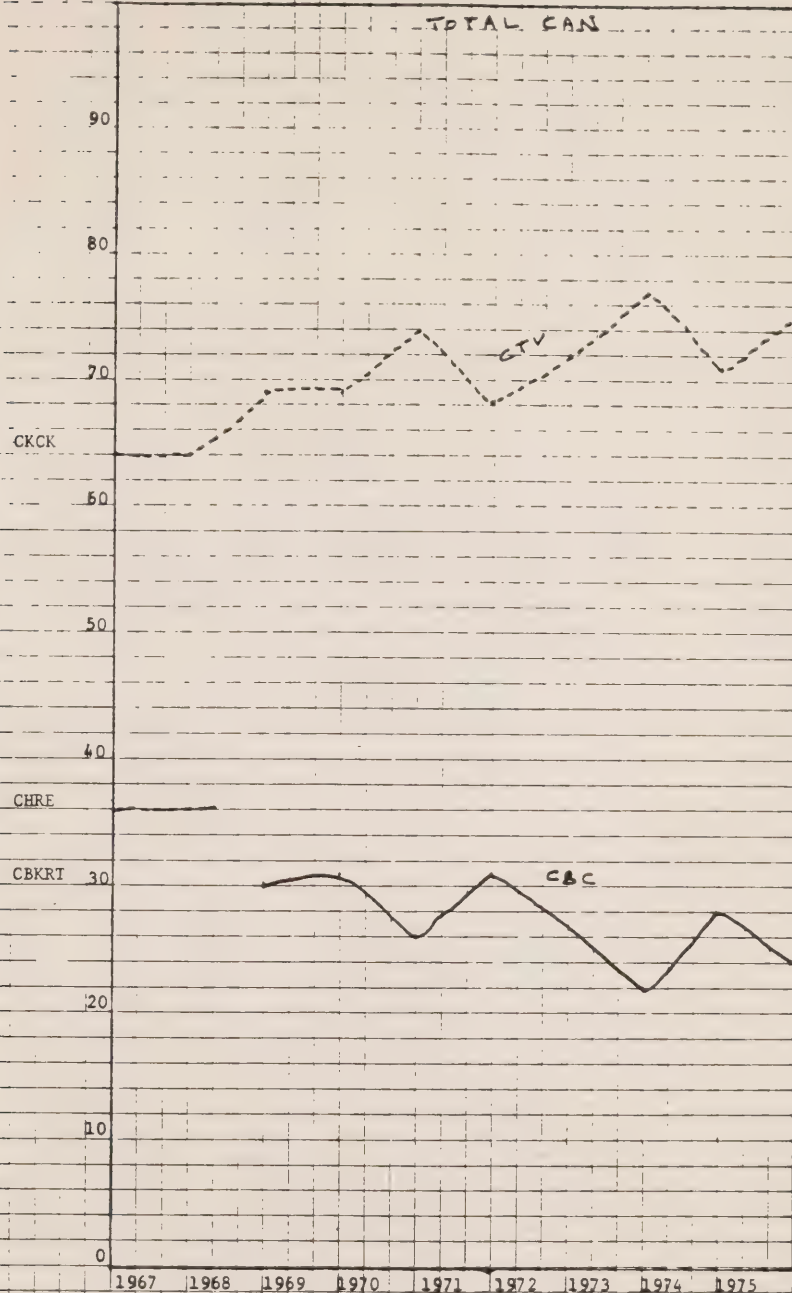


8 EDMONTON - SHARE OF TOTAL VIEWING TIME



z 100

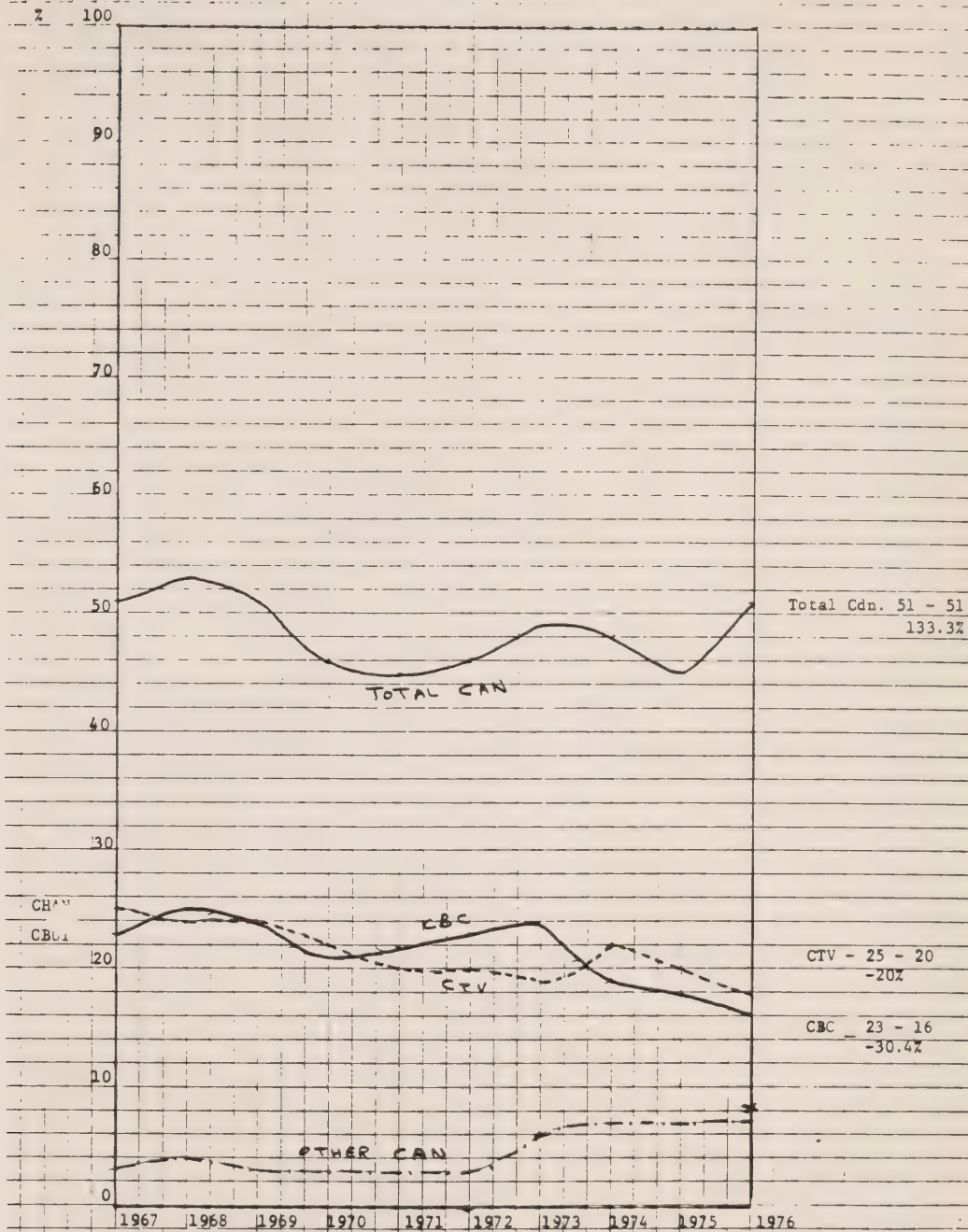
100%



CTV - 64 - 75
17.2%

CBC - 30 - 24
-20%

10 VANCOUVER - SHARE OF TOTAL VIEWING TIME



11 CALGARY - SHARE OF TOTAL VIEWING TIME

